THE LIBRARY OF CONGRESS

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 15, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY–JUNE
1961

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THE LIBRARY OF CONGRESS
WASHINGTON : 1961

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Preface

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The *Catalog* is subdivided into Parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code.* The table at the end of this preface shows the organization of the *Catalog,* the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog,* but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights, and a fee for the search and report will be estimated at the statutory rate of $3 per hour.

In the case of each registration listed, except for renewals, there has been a deposit of a copy or copies of the work in accordance with the provisions contained in sections 12, 13, 14, or 215 of Title 17 of the *United States Code.*

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all Parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C. Orders may be placed for individual issues, as subscriptions for one or more Parts, or for the complete *Catalog* at $20 a year, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the Part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog.* Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D.C.

Organization of Parts

Each Part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols given. Except for renewal registrations (separately listed at the end of each related Part), the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purpose of statistical analysis. The symbol "(R)" has been adopted by the Copyright Office to identify renewal copyright registrations. A zero immediately following the symbol, e.g., AF0, EF0, identifies a foreign work deposited under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code).* Some Parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the Part.

		Price per semiannual issue
Part 1 Books and Pamphlets, Including Serials and Contributions to Periodicals		$2. 50
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GP	Published works of art and designs for works of art	
GU	Unpublished works of art and designs for works of art	
H	Reproductions of works of art published in the United States	
HF	Reproductions of works of art published abroad	
IP	Published drawings or plastic works of a scientific or technical character	
IU	Unpublished drawings or plastic works of a scientific or technical character	
JP	Published photographs	
JU	Unpublished photographs	
K	Prints and pictorial illustrations published in the United States	
KF	Prints and pictorial illustrations published abroad	
R	Renewal registrations	
Part 11B Commercial Prints and Labels		1. 00
KK	Commercial prints and labels	
R	Renewal registrations	
Parts 12–13 Motion Pictures and Filmstrips		. 50
LP	Published motion picture photoplays	
LU	Unpublished motion picture photoplays	
MP	Published motion pictures other than photoplays	
MU	Unpublished motion pictures other than photoplays	
R	Renewal registrations	

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INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

COLUMBUS AUTO PARTS CO.

See the big ones with a Capco waterglass. © Capco, accepted alternative designation of the Columbus Auto Parts Co.; 25Sep60; KK156044.

VAN BRODE MILLING CO., INC. ©

Handy Wash, your wash and clean-up towel. © 29Dec60; KK156007.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
2) Names of contributors to the work.
3) Series statement.
4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, and the number of the page on which the item will be found.
5) Names of authors given in the application which do not appear elsewhere in the entry.
6) Name of the employer in the case of a work made for hire, if so named in the application.
7) Information contained in the application which relates to the registration of an earlier version of the work.
8) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation "NM," if this information is given in the application and is not indicated elsewhere in the entry.
9) Copyright symbol ©.
10) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
11) Date of publication as given in the application.
12) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Jan61 (in notice: 1960); KK157000.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

1) Title.
2) Copyright symbol.
3) Date of original copyright.

4) Original registration number.

5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.

6) Date of receipt of the renewal application or the fee, whichever is later.

7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a. —also known as
appl. —application
© —copyright symbol
d.b.a —doing business as
NM —new matter
p. —page, pages
(P) —proprietor of a commercial print or label
pseud. —pseudonym
pub. —published, publishing
rev. —revised
t.a. —trading as
v., vol., vols. —volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1961

Commercial prints and labels	3, 849
Renewals	37

These figures represent the number of registrations for commercial prints and labels for January–June 1961, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective Parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

AA. SEE Arnold, Arnold.

A-M CORP. SEE Addressograph-Multigraph Corp.

A. P. CO. SEE Armour Pharmaceutical Co.

ASC. SEE Acme Steel Co.

A. S. C. SEE Associated Spring Corp.

ASR PRODUCTS CO. ©

Good deal. Gem push-button razor and blades, Rise instant lather. (In Pittsburgh post gazette, Mar. 26, 1961, section 3, p.5) Appl. author: Benton & Bowles, Inc. © 26Mar61; KK159478.

Out of space technology comes the blade that takes friction out of shaving. Pal Premium injector blade. (In The New York times, Mar. 13, 1961, p.19) Appl. author: Benton & Bowles, Inc. © 13Mar61; KK159474.

ASTA. SEE American Surgical Trade Assn.

A. T. CO. SEE American Tobacco Co.

A.W.F.-C. SEE Faber-Castell (A. W.) Pencil Co., Inc.

ABBEY OF THE GENESEE, INC. ©

Monks' bread. Net wt. 1 lb. NM: revisions. © 2Mar61; KK157329.

ABBOTT LABORATORIES. ©

Abbolexin. Spanish abbolexin lit. E 783/R1. Appl. author: Thomas S. Bird. © 17Mar61; KK159177.

Abbott sets are built to take it. Blood administration set. (I. V. solutions) (In Anesthesiology, Mar.-Apr. 1961, p.23-24) Appl. author: John C. Michalek. © 25Mar61; KK158479.

Abbott vitamins stay on the table in attractive daily-reminder table-bottles. Dayteens & 5 others. (In California medicine, Feb. 1961, p.66) Appl. author: John C. Michalek. © 7Feb61 (in notice: 1960); KK158713.

Age 93, retired, but still standing, the Old Water Tower in Chicago. Filmtab Iberol, potent antianemia therapy plus the essential B-complex. Appl. author: John C. Michalek. © 30Dec60; KK156278.

Anemia due to menorrhagia, another indication for Filmtab Iberol. Appl. author: John C. Michalek. © 15Mar61; KK158037.

Anemia due to menorrhagia; another indication for Filmtab Iberol. (In GP, Jan. 1961, p.40) Appl. author: John C. Michalek. © 1Jan61 (in notice: 1960); KK156496.

Anemia in convalescence, another indication for Filmtab Iberol. (In GP, Mar. 1961, p.50) Appl. author: John C. Michalek. © 1Mar61; KK158035.

Another dandruff wonder that wasn't. Selsun suspension, an ethical answer to a medical problem. (In GP, Nov. 1960, p.39) Appl. author: John C. Michalek. © 10Oct60; KK156264.

Un anticolinergico de accion selectiva y segura, especial para ninos, Tral gotas. Appl. author: Thomas S. Bird. © 20Feb61; KK157166.

Bejectal C with liver in the Univial. Injectable vitamin B complex with liver and ascorbic acid, Abbott. Appl. author: Thomas S. Bird. © 15Jul60; KK159403.

Bilsan, an orally effective choleretic and cholagogue in the treatment of various hepatic disorders. Appl. author: Thomas S. Bird. © 2Mar61; KK159259.

Blood bank calendar, 1961. Appl. author: John C. Michalek. © 16Dec60; KK156265.

Brand names or generic equivalents? Appl. author: John C. Michalek. © 24Feb61; KK157613.

Calcidrine quickly clears the way to cough relief. Cough syrup; expectorant troches. List nos.6837, 6848. Appl. author: John C. Michalek. © 11Jan61; KK156500.

A clinical report on weight control of 60 obstetrical patients; Desoxyn Gradumet. Appl. author: John C. Michalek. © 3Jan61; KK156280.

The clinical study: 73 patients, all of whom had previously dieted unsuccessfully. Desoxyn Gradumet. Appl. author: John C. Michalek. © 1Mar61; KK157498.

Compocillin-VK, against common penicillin-sensitive organisms. 4 Filmtabs; list no.6337. Appl. author: John C. Michalek. © 18Jan61 (in notice: 1960); KK157109.

Contra hipertension y edema; Enduron, una vez al dia. No.7-19-61. Appl. author: Thomas S. Bird. © 17May61; KK159539.

A crowning glory can be a crown of thorns; that hairdo would stop traffic on a Los Angeles freeway, but it won't stop dandruff. Selsun. (In GP, Mar. 1961, p.49) Appl. author: John C. Michalek. © 1Mar61; KK158036.

Cuando el dolor produce tension y la tension produce dolor, Abbolexin tabletas. Muestra medica de 6 tabletas. Appl. author: Thomas S. Bird. © 18Apr61; KK158389.

Daha cok iyodür; surup Calcidrine. (Turkish Calcidrine) Appl. author: Thomas S. Bird. © 1Nov60; KK158468.

Daha çok iyodür. T10-20-60. (Turkish Calcidrine) Appl. author: Thomas S. Bird. © 1Nov60; KK158142.

Dear doctor: Good times blend one into the other for the children. Geriactive with Gerilets. Appl. author: John C. Michalek. © 7Feb61; KK157339.

Digno de la mesa, una formula vitaminomineral excelente en envase elegante; Filmtab Dayamineral. Appl. author: Thomas S. Bird. © 1Mar61; KK157594.

Enduron; avance notable en la tiacidoterapia. Appl. author: Thomas S. Bird. © 19May61; KK159538.

Enduron; nuevo diuretico muy activo, descubierto y elaborado exclusivamente por Abbott. No.6-29-61. Appl. author: Thomas S. Bird. © 19May61; KK159541.

Enduron; once a day oral diuretic with long duration of action. Appl. author: John C. Michalek. © 20Jan61 (in notice: 1960); KK157106.

La enferma anemica responde rapidamente a la combinacion de hierro-complejo B, del Filmtab Iberol Fuerte. [Roses] Appl. author: Thomas S. Bird. © 5Mar61; KK157676.

La enferma anemica responde rapidamente a la combinacion de hierro-complejo B, del Filmtab Iberol Fuerte. [Tulips] Appl. author: Thomas S. Bird. © 5Mar61; KK157675.

Erythrocin oral suspension. Three 10-ml. starter samples. Appl. author: John C. Michalek. © 19Jan61 (in notice: 1960); KK157107.

Even in frank edema, give it just once daily, Enduron. Longest acting of all available thiazides, Enduron. (In American heart journal, Feb. 1961, p.19-20) Appl. author: John C. Michalek. © 25Jan61 (in notice: 1960); KK157951.

Fable of a fakir. Dayalets; Dayalets-M. Appl. author: John C. Michalek. © 3Feb61; KK157338.

Farsi Bejectal improves w/c literature. [Hand & hypodermic syringe] FA 759/R1-6-0760. Appl. author: Thomas S. Bird. © 1Jul60; KK158141.

ABBOTT LABORATORIES.-Con.

Farsi Tral Gradumet. Appl. author: Thomas S. Bird. © 1Jul60; KK158467.

Filmtab coating advantages in a nutshell. (In N. A. R. D. journal, Mar. 20, 1961, p.18) Appl. author: John C. Michalek. © 17Mar61; KK158480.

Filmtab Geramina. Muestra medica. Num. de lista 6424. Appl. author: Thomas S. Bird. © 16Nov60; KK156145.

Filmtab Iberol for the common anemias. Appl. author: John C. Michalek. © 3Apr61; KK158424.

Filmtab Vitamina A. Appl. author: Thomas S. Bird. © 2Nov60; KK159137.

Flujo biliar abundante; Filmtab Bilsan. Appl. author: Thomas S. Bird. © 1Feb61 (in notice: 1960); KK156721.

For a more healthy, active, second half of life's span; Gerilets, Filmtab. Physician's sample. List no.6424. Appl. author: Thomas S. Bird. © 16Nov60; KK156146.

For certainty against the cocci, Filmtab Erythrocin stearate. Starter sample. No.6346. 4 Filmtabs, 250 mg. Appl. author: John C. Michalek. © 1Nov60; KK156523.

For functional bowel disease, Filmtab Tralcyon. Physician's-starter samples. No.6980. Each vial contains 8 tablets. Appl. author: John C. Michalek. © 8Jan61 (in notice: 1960); KK158423.

Geriactive with Filmtab Gerilets, a full range dietary and therapeutic support for older patients. Appl. author: John C. Michalek. © 17Mar61; KK158268.

Geriactive with Filmtab Gerilets; a full range of dietary and therapeutic support for older patients. Appl. author: John C. Michalek. (In Journal of American Geriatrics Society, Oct. 1960, p.18) © 23Sep60; KK156279.

Geriactive with Filmtab Gerilets. Leisuretime, of course, needn't mean a hyper-abundance of activity. (In Journal of the American Geriatrics Society, Jan. 1961, p.10) Appl. author: John C. Michalek. © 23Dec60; KK156502.

Gotas Dayamineral con B_{12}. Appl. author: Thomas S. Bird. © 6Feb61; KK159138.

Harmonyl, tratamiento de pacientes con hipertension y ansiedad. Appl. author: Thomas S. Bird. © 2Mar61; KK159260.

How Filmtab coating made vitamins easier to take. Dayalets; Dayalets-M. Appl. author: John C. Michalek. © 21Feb61; KK157497.

How many prescriptions will you write in 1961? Prescription Specialists. Appl. author: John C. Michalek. © 2Feb61; KK157340.

How to make life a little pleasanter for the lady with a pram in her future: Filmtab Pramilets; Sucaryl; Desoxyn Gradumets. Appl. author: John C. Michalek. © 8Mar61 (in notice: 1960); KK157896.

How will weight-watchers use Sucaryl in 1961? (In Chain store age, Jan. 1961, p.111) Appl. author: John C. Michalek. © 10Jan61 (in notice: 1960); KK156520.

Incluso si hay edema, una dosis diaria es suficiente; Enduron. Muestra medica. Num.6812. Appl. author: Thomas S. Bird. © 9May61; KK158973.

Is your ulcer patient sleeping on the job, because he can't sleep at night? New Tral 75 mg. Gradumet. Appl. author: John C. Michalek. © 26Dec60; KK156262.

Jarabe Dayamineral; suplemento nutritivo vitaminico-mineral de sabor agradable, para ninos y adultos. Muestra medica con 3 frascos de 30 ml. Appl. author: Thomas S. Bird. © 12Apr61; KK158353.

Jarabe Dayamineral; vitaminas y minerales para ninos y adultos. Appl. author: Thomas S. Bird. © 1Dec60; KK156231.

Jarabe Norisodrine, para el tratamiento del asma y otras afecciones tusigenas; de efecto broncodilatador y expectorante. Num. de lista 6953. En frascos de 90 y 180 ml. Appl. author: Thomas S. Bird. © 1Feb61 (in notice: 1960); KK157009.

Jarabe Norisodrine; potente broncodilatador y eficaz expectorante. Muestra medica con tres frascos de 30 ml., num. 6953 (22) Appl. author: Thomas S. Bird. © 20Apr61 (in notice: 1960); KK158563.

Jarabe para la tos, Torfan. Muestra medica con tres frascos de 30 ml., num. de lista 6833 (22) Appl. author: Thomas S. Bird. © 20Apr61 (in notice: 1960); KK158562.

Kaltin con neomicina; suspension de uso oral para el tratamiento de las diarreas. Appl. author: Thomas S. Bird. © 1Dec60; KK156230.

Mama's shopping for a dandruff cure; Selsun suspension, an ethical answer to a medical problem. (In GP, Jan. 1961, p.39) Appl. author: John C. Michalek. © 1Jan61 (in notice: 1960); KK156497.

New Desbutal Gradumet brings together two classic drugs. Appl. author: John C. Michalek. © 1Feb61; KK158425.

A new nutritional formula for growing children; ViDaylin-M. Appl. author: Thomas S. Bird. © 1Jul60; KK158466.

1961 Radiocaps calibration card. List 6766. Appl. author: John C. Michalek. © Abbott Laboratories (in notice: Abbott); 3Jan61; KK156499.

Novedad, antitusivo sin efect narcotico, Torfan. Appl. author: Thomas E. Bird. © 1Dec60; KK156364.

Nuevo tratamiento de la hipertension y los edemas; Enduron, una sola toma al dia. No.7-10-61. Appl. author: Thomas S. Bird. © 17May61; KK159540.

One of America's most widely used children's multivitamins; Vi-Daylin. ViDaylin-M & 6 other multivitamins. (In The Journal of pediatrics, Jan. 1961, p.65-66) Appl. author: John C. Michalek. © 25Dec60; KK156495.

Panwarfin, simple oral and parenteral control of the clotting mechanism. Appl. author: John C. Michalek. © 9Jan61 (in notice: 1960); KK156503.

Para las enfermedades hemorragicas producidas por deficiencia de vitamina K, nuevo Klotogen W capsules. Appl. author: Thomas S. Bird. © 20Apr61 (in notice: 1960); KK158856.

Para maxima respuesta con minima molestia; Bevitin Fuerte con higado inyectable en Duplenvas. Appl. author: Thomas S. Bird. © 1Mar61; KK157595.

Parsi Tridione. [Boys & girls playing] FA 761/R1-6-0760. Appl. author: Thomas S. Bird. © 1Jul60; KK158140.

Pentothal. Brasilia. (In Anesthesiology, Mar.-Apr. 1961, p.21-22) Appl. author: John C. Michalek. © 25Mar61; KK158478.

Pentothal; London print. 011011. (In Surgery, gynecology and obstetrics, Nov. 1960, p.113-114) Appl. author: John C. Michalek. © 1Nov60; KK156119.

Pentothal. [Quebec scene] (In Hospital management, Jan. 1961, p.45-46) Appl. author: John C. Michalek. © 15Dec60; KK158033.

Placidyl nudges your patient to sleep. (In Geriatrics, Sept. 1960, p.103A) Appl. author: John C. Michalek. © 1Sep60; KK156263.

Placidyl nudges your patient to sleep. (In Journal of the American Geriatrics Society, Jan. 1961, p.9) Appl. author: John C. Michalek. © 23Dec60; KK156501.

Polybrene; for use wherever heparin is to be neutralized. Appl. author: John C. Michalek. © 3Jan61 (in notice: 1959); KK156367.

Profits and performance. How much is a fair profit? Prescription Specialists. Appl. author: John C. Michalek. © 26Apr61; KK158712.

A promotion that had to be repeated, a Sucaryl dispenser free to your customers with each purchase of Sucaryl. (In N. A. R. D. journal, Feb. 20, 1961, p.16-19) Appl. author: John C. Michalek. © 15Feb61; KK157612.

Saved: one billion on drugs. Reliable Prescriptions. Appl. author: John C. Michalek. © 27Mar61; KK157952.

Seleen suspension product reference sheet. Appl. author: John C. Michalek. © 13Apr61; KK158711.

Slumber, gentle as eiderdown, nearly as quick as a wink; Placidyl nudges your patients to sleep. Appl. author: John C. Michalek. © 8Dec60; KK156261.

Some facts about heartworm and your dog. Appl. author: John C. Michalek. © 6Mar61; KK157496.

The teenage record; Filmtab Dayteens, another quality nutritional from Abbott. Appl. author: John C. Michalek. © 13Jan61 (in notice: 1960); KK156521.

The three minute detail on Dioleen; suspension and cream. Appl. author: John C. Michalek. © 10Nov60; KK156667.

The time is ripe for the Vi-Daylin moment. Appl. author: J. C. Michalek. © 23Dec60; KK156260.

To save a life in cerebral edema; Ureaphil. (In Hospital management, Jan. 1961, p.47-48) Appl. author: John C. Michalek. © 15Dec60; KK158034.

Tral Gradumet, anticolinergico selectivo efecto terapeutico prolongado. Muestra medica. Num. de lista 6920. 50 mg. en frascos de 30 tabletas. Appl. author: Thomas S. Bird. © 16Nov60; KK156148.

Tral Gradumet, the anticholinergic of choice with prolonged therapeutic action. Physician's sample. List no.6920. 50 mg., in bottles of 30. Appl. author: Thomas S. Bird. © 16Nov60; KK156147.

Two outstanding drug treatments for obesity and psychosomatic complaints. Desbutal Gradumet; Desoxyn Gradumet. Physician's evaluation package. Appl. author: John C. Michalek. © 19Dec60; KK157108.

2865 to one odds against success. Prescription Specialists. Appl. author: John C. Michalek. © 3Mar61; KK157495.

Ureaphil; diuretico intravenoso para casos de edema cerebral, cirugia y traumatismos. Appl. author: Thomas S. Bird. © 18Jan61; KK158157.

Vea como crecen. Jarabe Dayamineral. No.2-3-61. Appl. author: Thomas S. Bird. © 26Jan61; KK156934.

Vea como crecen. Jarabe Dayamineral. No.2-10-61. Appl. author: Thomas S. Bird. © 26Jan61; KK156935.

Vea como crecen. Jarabe Dayamineral. No.2-17-61. Appl. author: Thomas S. Bird. © 26Jan61; KK156936.

Vitamins by Abbott. Dayteens; Dayalets-M; Optilets; Sur-Bex with C. (Sample carton no.99-3019) Appl. author: John C. Michalek. © 10Feb61 (in notice: 1960); KK156968.

When there's a pram in her future; Filmtab Pramilets, phosphorus-free prenatal supplement. Appl. author: John C. Michalek. © 23Jan61 (in notice: 1960); KK156522.

Where pain makes tension and tension makes pain, Abbolexin relieves the total pain experience. Appl. author: Thomas S. Bird. © 22Feb61; KK158313.

Which costs more? Reliable prescriptions. Appl. author: John C. Michalek. © 12Jan61; KK156498.

A yell, a leap, and a running race, prelude to the Vi-Daylin moment. Who puts the lemons in the Vi-Daylin? (In Drug topics, Mar. 13, 1961, p.19-20) Appl. author: John C. Michalek. © 10Mar61; KK157950.

ACME APPLIANCE MANUFACTURING CO. ©

How to install by-passing doors using Acme Bi-Rail fascia track sliding door hardware, series 8000/8300/8400. © 24May61; KK159570.

How to install by-passing doors using Acme no.8032 alum. fascia track & 8907-BX hanger set. Series 8907, sliding door hardware for particle board. © 12Apr61; KK158362.

Match up all openings, door sizes and trim with series 8930 flanged header track for 1 3/8" by- passing doors. © 28Nov60; KK156191.

Pocket door frame. © 21Feb61; KK157461.

The prime mover in its class. By actual test Acme series 57/58 heavy duty hardware will transport sliding doors ... with 62% less effort than a comparable series. (In Hardware consultant, Jan. 1961, p.33) © 1Jan61; KK156192.

Sliding and folding door hardware for 3/4" Particle Board doors. © 21Feb61; KK157462.

ACME CHEMICAL CO. ©

Info-fax, information and facts to help you plan. Your guide to quality in building maintenance. (Form 9511) Appl. author: George J. Halaska. NM: revisions. © 23Mar61; KK157746.

ACME STEEL CO. ©

Approach framing from the right angle, AIM brand slotted angle. Appl. author: Carl Reed. © 3Feb61; KK157081.

E33E0 steelstrap dispenser. Parts list. Appl. author: Alfred M. Frederick. © 3Jan61; KK156393.

New powered sealer for all sizes of regular-duty steel strapping; Pneumatic sealer, model C12. Appl. author: Alfred Macom Frederick. © 24Aug60; KK156212.

Steelstrap dispenser, model E33E0. Appl. author: Alfred M. Frederick. © 3Jan61; KK156313.

Unitizing five foot cast iron soil pipe. Appl. author: Alfred Macom Frederick. © 1Dec60; KK156363.

ACOMB (ROBERT) INC. ©

Save Pepsi and Teem caps with the star, each cap worth 1/4 ¢. Dollars for Charity program sponsored by Pepsi-Cola Bottling Company of Cincinnati. (In The Cincinnati enquirer, May 10, 1961, p.18) Appl. author: Robert Acomb. © 10May61; KK158954.

ADAMS, ADRIENNE. ©

The day we saw the sun come up, by Alice E. Goudey. Illustrated by Adrienne Adams. Jacket illus. © 5May61; KK159487.

ADAMSON, STYLES C.

How to get rid of gray in darkest hair without tinting. SEE Clairol, Inc.

ADDRESSOGRAPH-MULTIGRAPH CORP. ©

Design new savings into your engineering paperwork with Multigraph methods. Cutting costs is our business. (In Business week, Feb. 18, 1961, p.124) Appl. author: Edward S. Banasik. © 18Feb61; KK157948.

Expensive lesson for businessmen to learn. Cutting costs is our business. (In Business week, Jan. 14, 1961, p.46) Appl. author: Edward S. Banasik. © 14Jan61; KK157947.

Gather as you go; new, automatic copy sorter, model 670. (In Reproduction engineer, Feb. 1961, p.59) Appl. author: Edward S. Banasik. © 1Feb61; KK158041.

Keep in personal touch with your best prospects for pennies a call. With Addressograph individualized letters you get the next best thing to personal contact with your most productive sources of increased business. (In Savings and loan news, Apr. 1961, p.2) Appl. author: W. L. Hoke. © 1Apr61; KK159785.

Multiply your data output 100 times in 3 minutes. Multilith offset duplicating can reproduce data obtained from all types of data processing machines, computers, accounting machines. (In U. S. news & world report, Mar. 20, 1961, p.94) Appl. author: W. L. Hoke. © 20Mar61; KK159783.

New Addressograph data punch. Collects variable input data in machinable form right at the source, accurately, speedily, at low cost. (In Journal of machine accounting, June 1961, p.3) Appl. author: W. L. Hoke. © 1Jun61; KK159784.

New portable Addressograph data punch. Punches and prints up to 6 columns of data at a single stroke. (In Journal of machine accounting, May 1961, p.2 of cover) Appl. author: W. L. Hoke. © 1May61; KK159782.

The 1961 answer to all duplicating requirements, Multilith offset model 1000. (In ODR reproductions review, Jan. 1961, p.46-47) Appl. author: Edward S. Banasik. © 1Jan61; KK158039.

Now, collate as you go; new automatic copy sorter, model 670. (In ODR reproduction review, Dec. 1960, p.44-45) Appl. author: Edward M. Marker. © 1Dec60; KK156295.

Now, collate as you go; new, automatic copy sorter, model 670. (In ODR reproductions review, Dec. 1960, p.44-45) Appl. author: Edward S. Banasik. © 1Dec60; KK158040.

One Addressograph master record writes originating data on all forms. Cutting costs is our business. (In Savings and loan news, June 1961, p.29) Appl. author: W. L. Hoke. © 1Jun61; KK159786.

Sell your ideas and reports more effectively with Multilith offset. Cutting costs is our business. (In U. S. news & world report, Jan. 16, 1961, p.61) Appl. author: Edward S. Banasik. © 16Jan61; KK157949.

This versatile memory unit never forgets a fact or figure. Addressograph master records automate many costly repetitive writing operations. (In Newsweek, Feb. 20, 1961, p.20) Appl. author: Edward S. Banasik. © 20Feb61; KK159781.

ADVANCE PRODUCTS CORP. ©

Since 1954, the original Advance cross-slide rotary table. (In Metlfax, May 1961, p.120) © 15Apr61; KK159398.

ADVANCE TOOL, STAMPING & DIE CORP. ©

To the medical profession. © 13Feb61; KK157076.

AEROPLASTICS CORP. ©

Fun Foam life line float. © 28Dec60; KK156395.

Fun Foam play floats. © 28Dec60; KK156394.

Fun Foam wing floats. © 28Dec60; KK156396.

Surf n' pool fun board. © 15Nov59; KK156081.

Swim fun board. (Catalog no.S1424) NM: revisions. © 15Nov59; KK156028.

AEROQUIP CORP. ©

Automatic helicopter cargo hook. (Product bulletin, GLB 117) © 12Aug60; KK157149.

Automatic industrial cargo hook. (Product bulletin, GLB 118) © 11Aug60; KK157153.

Cargo control systems; at Dean Van Lines of Long Beach, California, the Aeroquip Series E cargo control system is now standard equipment. (Application bulletin, 700-21) © 10Nov60; KK157154.

Cargo control systems; National switches to Aeroquip system. (Application bulletin, 700-15) © 8Sep60; KK157151.

Cargo control systems; Nulaid profits from series F system. (Application bulletin, 700-26) © 10Nov60; KK159289.

Cargo control systems; Pearl Brewing Co. adopts Series J. (Application bulletin, 700-24) © 10Nov60; KK157155.

Cargo control systems; ratchet buckles secure gas cylinders. (Application bulletin, 700-14) © 9Sep60; KK157148.

Cargo control systems; series F system: versatile. (Application bulletin, 700-13) © 8Sep60; KK157150.

Cargo control systems; The Aero Mayflower Transit Company, Inc., of Indianapolis, has become an important new user of Aeroquip Series E cargo control system. (Application bulletin, 700-25) © 10Nov60; KK157156.

Series J cargo control system prevents damage to case goods shipments. (Product bulletin, GLB 113) © 8Jun60; KK157152.

AJUST-A-RAIL CO. ©

Free display as an extra bonus with this Ajust-A-Rail ornamental iron. Appl. author: Edward J. Kusel. © 22Dec60; KK156645.

Save up to 40% without sacrificing quality. Railings and columns. Appl. author: Edward J. Kusel. © 22Dec60; KK156649.

Save up to 40% without sacrificing quality. Railing and columns from Wickes. Appl. author: Edward J. Kusel. © 22Dec60; KK156648.

ALBERTO-CULVER CO. ©

Tresemme creme hair color selector. © 28Dec60; KK156618.

ALBIN, CHARLES H. SEE Show-House.

ALCO-GRAVURE.

Winter in Pleasant Valley. Signed: Robert Wesson. © Alco-Gravure, division of Publication Corp.; 3Jan61; KK156951.

ALCONOX, INC. ©

Dip' n Dri, for gentle cold-water laundering. 1 lb. net. © 6Sep60; KK156037.

Dip 'n Dri, 23 town-and-resort travel packs; for gentle cold water laundering. © 6Sep60; KK156244.

ALCORT, INC. ©

Scuttlebutts made for Alcort, Inc. and the serious sailor. Especially tailored ... sailing shorts. © 30Dec60 (in notice: 1961); KK156314.

ALLEGHENY PEPSI-COLA BOTTLING CO.

Cloverdale, a honey of a drink. (Cloverdale beverage outdoor display) © Allegheny Pepsi-Cola Bottling Co. & W. B. Doner & Co.; 1Apr61; KK159498.

ALLEN, RUSSELL. ©

Gifts; free silver dollar with $10.00 purchase. (In The Parsons sun, Nov. 30, 1960, p.9) © 30Nov60; KK156441.

ALLEN-A CO. ©

Insulaire thermal underwear. Appl. author: George A. Slater. © 9May61; KK159120.

The original Allen-A Insulaire thermal underwear. Appl. author: George A. Slater. © 9May61; KK159119.

ALLIED STEEL & TRACTOR PRODUCTS, INC. ©

Exclusive new shape cuts costs 3 ways when you rebuild with Grip-Lug crawler tractor grouser bars. NM: revision. © 14Sep60; KK156110.

ALPHA KARTS. ©

The new Alpha Mark XI deluxe; the car with sports car drive. Appl. author: M. Keith Molsberry Advertising. © 1Feb61; KK158418.

ALROY PRINT. CORP. ©

APL battery plaques. Appl. author: Donald O. Kest & Bernard T. Stites. © 14Feb61; KK157459.

ALTHEIMER & BAER, INC. ©

Dormeyer 3 speed chrome mixer & dinnerware. Ward's Jewelry. (In Opelika daily news, June 29, 1960) Appl. author: Milton L. Altheimer. © 29Jun60; KK157680.

75 piece deluxe Cannon sheet & floral design towel set. Harmin's Jewelers. (In Rochester democrat & chronicle, Feb. 5, 1961, comics) Appl. author: Milton L. Altheimer. © 5Feb61; KK157656.

Special purchase sale, All-Timer king size upholstered Boltaflex, 2 lounge chairs. Anderson Furniture Co. (In The Washington daily news, Feb. 18, 1960, p.16) Appl. author: Milton L. Altheimer. © 18Feb60; KK157681.

ALTNOW, GEORGE GUSTAV.

Pacific Wire-Grams. SEE Pacific Wire Works Co.

ALUMA CRAFT BOAT CO.

A compact for sailing, Aluma Craft's exciting model S-12. © Aluma Craft Boat Co., division of Hupp Corp.; 11Jan61; KK157528.

AMERICAN CAN CO. DIXIE CUP DIVISION. ©

Coffee men present their noblest brews in new Dixie Mira-Glaze cups. (In The Saturday evening post, May 20, 1961, p.17) Appl. author: Hicks & Greist, Inc. © 15May61; KK159035.

Demonstration cup with holes shows how Dixie Mira-Glaze cups eliminate all cardboard taste. (In The Saturday evening post, Mar. 25, 1961, p.62-63) Appl. author: Hicks & Greist, Inc. © 17Mar61; KK157640.

Get a Dixie cup dispenser for your kitchen. We'll give you a free one for the bathroom. (In The Saturday evening post, Apr. 15, 1961, p.3 of cover) Appl. author: Hicks & Greist, Inc. © 10Apr61; KK158340.

Kids help themselves; less work for you with a Dixie cup dispenser. (In Saturday evening post, June 24, 1961, p.15) Appl. author: Hicks & Greist, Inc. © 19Jun61; KK159752.

Kids love to help themselves with Dixie cups from a handy Dixie cup dispenser. (In The Saturday evening post, May 13, 1961, p.84) Appl. author: Hicks & Greist, Inc. © 8May61; KK158997.

Shadow leaf design. No.5986. 1 pint liq. © 4Apr61; KK158493.

AMERICAN CLOCK CO.

Custom built clocks. 2300 & others. © Bert Benjamin Isaacs d.b.a. American Clock Co.; 9Dec60; KK157168.

AMERICAN DISTILLING CO. SEE Tammar Distilling Co.

AMERICAN GROUP BUYING GUILD.

Cup-of-the-Month Club membership certificate. © Raymond Obst, d.b.a. American Group Buying Guild; 28Apr61; KK159261.

AMERICAN HOSPITAL ASSN. ©

What do you think about our hospital? © 31Jan61; KK159441.

Your hospital, a community partnership. © 13Feb61; KK158930.

AMERICAN INSTITUTE OF ENVIRONMENT.

Health-happiness. [Girl holding wand] Appl. author: Jacques LesStrang. © American Institute of Environment, a subsidiary of the National Sanitation Foundation; 15Jan61; KK159359.

AMERICAN JEWELRY CHAIN CO. ©

Popularity charms and bracelets. © 3Apr61; KK158476.

AMERICAN LEGION. ©

New, official American Legion felt banner. Appl. author: James S. Whitfield. © 27Mar61; KK158319.

AMERICAN MACHINE & FOUNDRY CO. ©

AMF Lowerator self-leveling dispensers; price schedule effective May 1, 1960. © 17May60; KK159820.

15 power tools in one, Minute Magic DeWalt Power Shop changes operations in one minute. SEE American Machine & Foundry Co. DeWalt Division.

How to simplify, speed, save with the AMF mobile Lowerator self-leveling dispenser system. © 22May61; KK159821.

AMERICAN MACHINE & FOUNDRY CO. DEWALT DIVISION.

15 power tools in one, Minute Magic DeWalt Power Shop changes operations in one minute. Radial swing saw & 14 others. (In Popular mechanics, Mar. 1959, p.239) © DeWalt Division, American Machine & Foundry Co. (in notice: American Machine & Foundry Co.); 1Mar59 (in notice: 1958); KK156956.

AMERICAN MONORAIL CO. ©

Stacker; makes narrow aisles possible. © 6Sep60; KK156651.

AMERICAN MONORAIL CO. CONVEYOR DIVISION. ©

Conveyors? Price these two. Chainless; cable-way. (In New equipment digest, Nov. 1960, p.37) © 1Nov60; KK156357.

Under $1000; 100-foot American Cable-Way U-install conveyor. (In Western material handling, Dec. 1960, p.8) © 1Dec60; KK156294.

AMERICAN MUTUAL LIABILITY INSURANCE CO. ©

I like a man my people listen to. Endorsed by Emery B. Danzell. (In The Wall Street journal, Apr. 3, 1961, p.4) © 3Apr61; KK158067.

I like a man who gets things done. Endorsed by Charles W. Coker. (In The Wall Street journal, June 2, 1961, p.2) © 2Jun61; KK159470.

I like a man who has the answers. Endorsed by Raymond Bryan. (In The Wall Street journal, May 19, 1961, p.2) © 19May61; KK159472.

I like a man who knows his business. Endorsed by George R. Bennett, Jr. (In Business week, Mar. 4, 1961, p.27) © 3Mar61; KK157909.

I like a man who talks my language. Endorsed by William Plummer, Jr. (In The Wall Street journal, May 12, 1961, p.3) © 12May61; KK159471.

I like a man who's there when he's needed. Endorsed by Wm. Joshua Barney, Jr. (In The Wall Street journal, Mar. 20, 1961, p.5) © 20Mar61; KK157908.

We like men who work as a team. Albert Vinal & 3 others. (In The Wall Street journal, Apr. 20, 1961, p.9) © 20Apr61; KK158396.

AMERICAN OIL CO. ©

The American way. A new network of service stations with superb products designed to increase your motoring pleasure. (In Life, May 26, 1961, p.36-37) © 23May61; KK159761.

The American way. As you travel ask us. Super Permalube motor oil. (In Life, June 9, 1961, p.62-63) © 7Jun61; KK159763.

The difference is crystal clear, Amoco contains no lead. © 10Mar61; KK157738.

Knock-free, now even more than ever before; Amoco. Pump and brick wall. © 1Jan61; KK158323.

Performance, now even more than ever before; Amoco. Pump and stone wall. © 1Jan61; KK158321.

AMERICAN OIL CO. (INDIANA) STANDARD OIL CO. (Indiana) SEE Standard Oil Co.

AMERICAN PRESSED STEEL CORP. STANDARD EQUIPMENT CO. SEE Standard Equipment Co.

AMERICAN RECREATION CORP. ©

Jamaico Limbo. Appl. author: Fred A. Krueger, Jr., & others. © 30Mar61; KK158513.

AMERICAN RELOCATION SERVICE. ©

A home sold in your neighborhood. Appl. author: Ferdinand V. Marzullo, Jr. © 28Nov60; KK158636.

AMERICAN STERILIZER CO. ©

All new, Amsco Can O Gas portable gas sterilizer. Appl. author: Gordon S. Altman. © 17May61; KK159308.

Amsco 8816M autoclave, the highly efficient office sterilizer. Appl. author: Gordon S. Altman. © 8Jun61; KK159580.

Amsco non-pressure portable instrument sanitizers. Model A-416-S & A-617. Appl. author: Gordon S. Altman. © 4Jan61; KK156299.

Amsco 613-R Dynaclave, low cost-high speed autoclave. Appl. author: Gordon S. Altman. © 6Jan61; KK156292.

Amsco 613-R Dynaclave, low cost, high speed autoclave. Appl. author: Gordon S. Altman. NM: revision, new illus. © 6Apr61; KK158472.

Now, American 35 mm. surgical camera attachment for application to Amsco DV-22 surgical lights. Appl. author: Gordon S. Altman. © 5Jan61; KK156300.

Now, 800W, the favored features of the American 800 obstetrical table. Appl. author: Gordon S. Altman. © 16May61; KK159306.

AMERICAN SURGICAL TRADE ASSN. ©

ASTA series 1-61. No.1-61--13-61. (In ASTA laity advertising program, 1961-62, Apr. 1, 1961, p.5-9) © 1Apr61; KK158469.

AMERICAN TOBACCO CO. ©

Dr. Frood is speechless. Lucky Strike will play $200 for best reply to this letter. (In The Daily Illini, Jan. 10, 1961, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jan61; KK157619.

Dr. Frood on fine arts, in which Lucky Strike's gift to the arts selects the world's greatest masterpieces. (In The Denver clarion, Dec. 2, 1960, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Dec60; KK157620.

Filters for flavor, finest flavor by far; Tareyton dual filter. Pack of cigarettes opened. (In Community Club awards buyer's guide) Appl. author: L. C. Gumbinner Advertising Agency. © 1Dec60; KK157481.

Lucky Strike presents: Dear Dr. Frood. Dr. Frood's thought for the day: Early to bed and early to rise is an excellent way to avoid people. (In Ball State news, Oct. 18, 1960, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Oct60; KK157616.

Lucky Strike presents: Dear Dr. Frood. Dr. Frood's thought for the day: In college, the only privileged class is the one with unlimited cuts. (In Arizona wildcat, Oct. 12, 1960, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Oct60; KK157615.

Lucky Strike presents: Dear Dr. Frood. Dr. Frood's thought for the day: Life ain't all beer and skittles. (In The Lafayette times, Nov. 18, 1960, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Nov60; KK157622.

Lucky Strike presents: Dear Dr. Frood. Dr. Frood's thought for the day: 'Tis better to have loved and lost than to have spent the whole weekend studying. (In Pier Illini, Oct. 3, 1960, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Oct60; KK157618.

Maury Wills, fleet, nimble shortstop of the L. A. Dodgers, says: Taste, and plenty of it, is what won me over to Tareytons. Tareyton delivers the flavor. (In Campus echo, Apr. 28, 1961, p.10) Appl. author: L. C. Gumbinner Advertising Agency. © 28Apr61; KK158833.

1961 Tareyton. [Baseball player with cigarette pack for body, cigarette for bat] (In Dual filter Tareyton baseball guide & record book, 1961, cover) Appl. author: L. C. Gumbinner Advertising Agency. © 1Apr61; KK158751.

The 1 out of 20 that didn't get smoked. Tareyton. (In Dual filter Tareyton baseball guide & record book, 1961, p.3 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 1Apr61; KK158749.

The 1 out of 20 that didn't get smoked Tareyton. (In The Scarab, Feb. 1961, p.3 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 1Feb61; KK157374.

The 1 out of 20 that didn't get smoked; Tareyton. [Pen knife, open cigarette & crumpled pack] (In 1961 Milwaukee Braves yearbook, p.47) Appl. author: L. C. Gumbinner Advertising Agency. © 1Apr61; KK158333.

Remember how great? Get these twelve great original recordings in one 12" LP album for $1.00 and ten empty Lucky Strike packs. (In Ebony, Feb. 1961, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jan61; KK157621.

Remember how great cigarettes used to taste? Lucky Strike. Duck blind scene. (In Life, Feb. 3, 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31Jan61; KK157625.

Remember how great cigarettes used to taste? Lucky Strike. Field scene. (In Life, Jan. 6, 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Jan61; KK157623.

Tareyton delivers the flavor. Horseback scene. (In Newsweek, Feb. 6, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 1Feb61; KK157372.

Tareyton delivers the flavor, dual filter does it. Beach scene. (In Coronet, Feb. 1961, p.11) Appl. author: L. C. Gumbinner Advertising Agency. © 19Jan61; KK157482.

Tareyton delivers the flavor, dual filter does it. Beach scene. (In Newsweek, Jan. 9, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 4Jan61; KK156290.

Tareyton delivers the flavor, dual filter does it. Beach scene. (In The Daily Princetonian, Princeton, N. J., Feb. 6, 1961, p.7) Appl. author: L. C. Gumbinner Advertising Agency. © 6Feb61; KK157128.

Tareyton delivers the flavor, dual filter does it. Canoe scene. (In Coronet, June 1961, p.2 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 23May61; KK159432.

Tareyton delivers the flavor, dual filter does it. Canoe scene. (In Newsweek, Apr. 3, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 29Mar61; KK157993.

Tareyton delivers the flavor, dual filter does it. Canoe scene. (In Yale daily news, Apr. 25, 1961, p.5) Appl. author: L. C. Gumbinner Advertising Agency. © 25Apr61; KK158831.

Tareyton delivers the flavor, dual filter does it. Graduation scene. (In Newsweek, May 29, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 24May61; KK159574.

Tareyton delivers the flavor, dual filter does it. Graduation scene. (In The Pitt news, May 22, 1961, p.8) Appl. author: L. C. Gumbinner Advertising Agency. © 22May61; KK159311.

Tareyton delivers the flavor, dual filter does it. Horseback scene. (In Journal of the Mississippi State Medical Assn., June 1961, p.9) Appl. author: L. C. Gumbinner Advertising Agency. © 1Jun61; KK159433.

Tareyton delivers the flavor, dual filter does it. Horseback scene. (In Modern medicine, June 12, 1961, p.155) Appl. author: L. C. Gumbinner Advertising Agency. © 12Jun61; KK159599.

Tareyton delivers the flavor, dual filter does it. Pack & open cigarette. (In 1961 Detroit Tigers official yearbook, p.3 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 1Apr61; KK158330.

Tareyton delivers the flavor, dual filter does it. Ranch scene. (In Dual filter Tareyton baseball guide & record book, 1961, p.2 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 1Apr61; KK158750.

Tareyton delivers the flavor, dual filter does it. Snow scene. (In The Diamondback, College Park, Md., Jan. 24, 1961, p.2) Appl. author: L. C. Gumbinner Advertising Agency. © 24Jan61; KK157129.

Tareyton delivers the flavor, dual filter does it. Surf fishing scene. (In Boston University news, Apr. 18, 1961, p.2) Appl. author: L. C. Gumbinner Advertising Agency. © 18Apr61; KK158832.

Tareyton delivers the flavor, dual filter does it. Surf fishing scene. (In Coronet, Apr. 1961, p.36) Appl. author: L. C. Gumbinner Advertising Agency. © 23Mar61; KK157992.

Tareyton delivers the flavor, dual filter does it. Surf fishing scene. (In Dual filter Tareyton baseball guide & record book, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 1Apr61; KK158748.

Tareyton delivers the flavor, dual filter does it. Surf fishing scene. (In Newsweek, Mar. 6, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 1Mar61; KK158099.

Tareyton delivers the flavor, dual filter does it. Two cigarette packs. (In Scorecard 1961 Milwaukee Braves, p.11) Appl. author: L. C. Gumbinner Advertising Agency. © 1Apr61; KK158332.

Tareyton delivers the flavor, dual filter does it. Wooden bridge scene. (In Newsweek, May 1, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 26Apr61; KK158830.

Tareyton has what it takes, taste, says Charlie Neal. (In Ebony, Feb. 1961, p.55) Appl. author: L. C. Gumbinner Advertising Agency. © 21Jan61; KK157373.

Tareyton has what it takes, taste, says Charlie Neal. (In The Register, A & T College, Greensboro, N. C., Jan. 27, 1961, p.6) Appl. author: L. C. Gumbinner Advertising Agency. © 27Jan61; KK156913.

Tareyton sure has the taste, says Willie Mays. (In The Lincoln clarion, Mar. 3, 1961, p.3) Appl. author: L. C. Gumbinner Advertising Agency. © 3Mar61; KK158458.

Taste Pall Mall, so good, good, good. [Pineapple] (In Newsweek, Mar. 20, 1961, p.31) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15Mar61; KK157587.

Taste Pall Mall, so good, good, good. [Sliced apple] (In Esquire, Feb. 1961, p.52) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 17Jan61; KK156320.

Taste Pall Mall, so good, good, good. [Sliced cantaloupe] (In The Saturday evening post, Jan. 21, 1960, p.39) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 17Jan61; KK156319.

Taste Pall Mall, so good, good, good. [Sliced grapefruit] (In American home magazine, May 1961, p.24) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20Apr61; KK159125.

AMERICAN TOBACCO CO.-Con.

Taste Pall Mall, so good, good, good. [Strawberry] (In Newsweek, Apr. 17, 1961, p.35) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 12Apr61; KK158631.

This great album of original recordings, yours for $1.00 and ten empty Lucky Strike packs. (In Life, Jan. 20, 1961, p.10-11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Jan61; KK157624.

You may receive a life-sized, autographed portrait of Dr. Frood, unless you act now. (In Ball State news, Oct. 25, 1960, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Oct60; KK157617.

AMERICANA CORP. ©

His future is in the making now. The Encyclopedia Americana. (In This week magazine, Nov. 27, 1960, p.7) Appl. author: Encyclopedia Americana. © 27Nov60; KK156679.

30 steps to success, The encyclopedia Americana 30 great volumes. (In Life, Nov. 28, 1960, p.3) Appl. author: Encyclopedia Americana. © 28Nov60; KK157723.

AMPS, INC. ©

The whipping top. Appl. author: Benjamin Koodin. © 5May61; KK158678.

AMWAY SALES CORP. ©

America's finest and easiest to work with products: Now, Amway furniture polish, and 2 others. SA-55. © 15May61; KK159445.

Industroclean. SA-113. © 31May61; KK159450.

L.O.C., liquid organic cleaning compound, the perfect cleaner for all jobs on the farm. SA-50. © 16May61; KK159449.

L.O.C., liquid organic cleaning concentrate, a must for every garage and gas station. SA-51. NM: revisions. © 16May61; KK159448.

L.O.C. liquid organic cleaning concentrate. Most cleaners will do a good job of cleaning, but none can compare to the overall efficiency, economy and complete safety of L.O.C. NM: revisions. © 10May61; KK159517.

L.O.C., liquid organic cleaning concentrate, the perfect cleaner for office buildings, institutions & factories. SA-49. NM: revisions. © 16May61; KK159452.

L.O.C. liquid organic cleaning concentrate specifications. © 10May61; KK159521.

L.O.C., the perfect cleaner for light and heavy industry. © 16May61 (in notice: 1960); KK159453.

Liquid organic cleaning concentrate for dishes, hand laundry, all cleaning. Appl. author: Jay Van Andel. © 21Jul60; KK159262.

Liquid organic concentrate all purpose cleaning compound. © 12Oct60 (in notice: 1961); KK159446.

Micro-polymer floor wax. © 31May60; KK159520.

Organic cleaning concentrate. Most cleaners will do a good job of cleaning, but none can compare to the overall efficiency, economy and complete safety of Amway. © 1May60; KK159519.

Organic cleaning concentrate, the perfect cleaner for office buildings, institutions & factories. © 15May60; KK159516.

A penalty no one need pay. A message to men and women who are prematurely gray. Formula 1886 for the hair. SA-63. © 1Nov60; KK159451.

Quantity purchases card for Amway home products. SA-120. © 15Mar61; KK159444.

Special formula S-A-8 for all washers. © 15May60; KK159518.

With Amway SA-8 laundry is as white as --. SA-101. © 12May61; KK159447.

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Exclusive anchor formulas make big hit. Jet-Grease; Repelzit; Anchor-It. (In ODR reproduction review, Oct. 1959, p.3 of cover) © 17Oct59; KK156549.

ANCIENT AGE DISTILLING CO. ©

Prizes are doubled, now win $50. Fast, fast relief for ailing minnows. (In Sports afield, Mar. 1961, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb61; KK157696.

Prizes are doubled; now win $50. How to arouse your exhausted engine. Sports idea contest. (In Sports afield, Feb. 1961, p.60) Appl. author: Doyle Dane Bernbach, Inc. © 25Jan61; KK157399.

ANCO.

Just the touch of your toe shoots quick strong stream against windshield. Big Shot windshield washer installed here. Rev. 1-61. (Form 04-0374) © Anco, accepted alternative designation of Anderson Co.; 27Feb61; KK159527.

ANDERSON, ROBERT B. SEE Anderson's Studio.

ANDERSON BOX CO. ©

Eggsaver carton; design no.501. One dozen eggs. Appl. author: Riegel Paper Corp. © 6Jun61; KK159811.

W. K. Browne egg farm, Pinehurst, Georgia. Design no.522. By Bloomer Bros. Co. One dozen fresh cage eggs. © 27Dec60; KK158912.

ANDERSON, CLAYTON & CO., INC. SEE Anderson, Clayton & Co., Inc. Foods Division.

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Mrs. Tucker's pure vegetable shortening. 3 pounds net weight. © Anderson, Clayton & Co., Inc. (in notice: Anderson, Clayton & Co., Foods Division); 20Feb61; KK158753.

ANDERSON CO. ©

Anco Big Shot compact windshield washer. © 28Feb61; KK159183.

Anco Big Shot two-quart windshield washer. © 28Feb61; KK159184.

Anco check sheet ... for wrap-around, curved, and flat windshields on passenger cars. © 22Feb61; KK159182.

How to install Compact Anco big-shot windshield washer on English and European vehicles. © 28Feb61; KK159180.

Increase sales and profits with the ANCO serviseller combination, all-car service cabinet and stand. © 15Feb61; KK159181.

ANDERSON CO. SEE Anco.

ANDERSON'S STUDIO.

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Type UTW under-the-window unit with diffus-a-plate. Appl. author: Jess H. Cloud. © 27Jan61; KK158860.

ANHEUSER-BUSCH, INC. ©

After you've wrestled with Socrates or Shakespeare, enjoy a Busch Bavarian; you've earned it. (In Chaff, Dec. 1960, p.2 of cover) Appl. author: Robert De Havilland. © 1Dec60; KK156636.

All Billiken games brought to you by Busch Bavarian on radio with Harry Caray and Bob Stewart. (In Tip-off) Appl. author: Robert De Havilland. © 3Dec60; KK156126.

Cardinals baseball on television and radio described for you by these top Busch Bavarian sportscasters. Harry Caray & 4 others. (In Globe Democrat Sunday magazine, Apr. 9, 1961, p.16) Appl. author: Russell Dopke. © 9Apr61; KK158390.

From fun-loving Bavaria, a sparkling idea. Busch Bavarian beer. (In Tallahassee Democrat, Mar. 30, 1960, p.15) Appl. author: Robert De Havilland. © 30Mar60; KK157970.

High spot in crisp flavor. Busch Bavarian beer. (In Tallahassee Democrat, Apr. 20, 1960, p.13) Appl. author: Robert De Havilland. © 20Apr60; KK157971.

More taste, more heartiness, more satisfaction, drinks good. Busch Bavarian. (In St. Louis Cardinals yearbook, 1961, p.4 of cover) Appl. author: Russell Dopke. © 1Jun61; KK159753.

When fun is in the air, will you be ready? Busch Bavarian beer. (In Tallahassee Democrat, Apr. 27, 1960, p.17) Appl. author: Robert De Havilland. © 27Apr60; KK157969.

ANSON (ART) INC. ©

Toilies; your social security in off beat places. Appl. author: Arthur H. Anson. © 6Jun61; KK159789.

Toilies, the thoughtful traveling companion; your social security in off beat places. Appl. author: Arthur H. Anson. © 5Jun61; KK159746.

AONCO.

Jack Aydelotte Stridemaster practice bowling ball. © Abel O. Norbeck d.b.a. Aonco (in notice: Abel O. Norbeck); 20Dec60; KK157932.

APPEL'S (RICHARD) JO KING CORP. ©

Sensational new hit, mud on your shoe. No.894. Appl. author: Richard Appel. © 5May61; KK158846.

AQUAFILTER CORP. ©

Now you don't have to stop smoking; new filter-holder with suspended water. (In The Evening star, Washington, D. C., June 15, 1961, p.D-14) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 15Jun61; KK159747.

ARDEN, ELIZABETH. SEE Arden (Elizabeth) Sales Corp.

ARDEN (ELIZABETH) SALES CORP.

Give yourself a shave break. After shave lotion. (In The New Yorker, Apr. 22, 1961, p.81) © Elizabeth Arden Sales Corp., whose accepted alternate designation is Elizabeth Arden; 22Apr61; KK159286.

Give yourself a shave break; Arden for men. Foam shaving cream. (In The New Yorker, Mar. 4, 1961, P.82) © Elizabeth Arden Sales Corp., whose accepted alternate designation is Elizabeth Arden; 2Mar61; KK157232.

ARISTO-CRAFT DISTINCTIVE MINIATURES. ©

Illustrated manual of a crane and its gears. Electronic and mechanical hobby miniatures. © 14Sep60; KK156995.

ARIZONA GRAPEFRUIT PROGRAM COMMITTEE.
Fresh crop here now, desert grapefruit. (In Los Angeles mirror, Dec. 8, 1960, pt.2, p.12) Appl. author: Herb C. Brown. © Arizona Grapefruit Program Committee & California Grapefruit Advisory Board; 8Dec60; KK157789.

ARMOUR PHARMACEUTICAL CO. ©
Animal scientists confirm a better injectable iron: Armidexan 75, injectable iron-dextran complex. (In National hog farmer, Dec. 1960, p.13) © 28Nov60; KK156918.

Are your pigs sitting on a keg of dynamite? Antrate-H.C., Armovac-A. (In Farm quarterly, May-July 1961, p.124) © 6Feb61; KK159742.

Chymoral, oral, systemic anti-inflammatory enzyme tablets. (In New medical materia, Jan. 1961, p.28) © 1Jan61; KK156621.

Diagnosis: Cellulitis. What now? Chymar, for one thing, a superior systemic anti-inflammatory enzyme. (In The Eye, ear, nose and throat monthly, Apr. 1961, p.227) © 14Apr61; KK159725.

Every hog raiser should hear this news. Armidexan 75, injectable iron-dextran complex. (In Farm store merchandising, buyers' guide, Dec. 1960, p.23) © 28Nov60; KK156917.

Fast replacing zonulotomy, Alpha Chymar. (In Eye, ear, nose & throat digest, Jan. 1961, p.4) © 15Jan61; KK158958.

Have you heard, doctor? Chymoral controls inflammation and edema in respiratory tract disorders. (In The Eye, ear, nose and throat monthly, Apr. 1961, p.253) © 15Apr61; KK159721.

Have you heard, doctor? Chymoral cuts healing time in accidental trauma. (In California medicine, Feb. 1961, p.31) © 7Feb61; KK159741.

Have you heard, doctor? Chymoral cuts healing time in pelvic inflammatory disease & after episiotomy. (In Surgery, gynecology and obstetrics, May 1961, p.48) © 1May61; KK159722.

Have you heard, doctor? Chymoral cuts healing time in respiratory inflammation. (In Medical economics, Mar. 1961, p.222) © 27Mar61; KK159740.

Have you heard, doctor? Chymoral cuts healing time in respiratory inflammation. (In The New England journal of medicine, Mar. 30, 1961, p.45) © 30Mar61; KK159720.

Have you heard, doctor? Chymoral cuts healing time in surgicial procedures. (In Industrial medicine and surgery, Mar. 1961, p.15) © 5Mar61; KK159723.

Have you heard, doctor? Chymoral subdues inflammation and edema in acute or chronic dermatoses. (In Archives of dermatology, Mar. 1961, p.14) © 1Mar61; KK159719.

Have you heard, doctor about this prescription for respiratory inflammation? Chymoral oral systemic anti-inflammatory enzyme tablet. (In Journal of the American Medical Assn., Jan. 1961, p.85) © 14Jan61; KK159735.

Hog cholera bulletin. (In National hog farmer)
No.
1. © 22Feb61; KK159734.
4. © 25May61; KK159737.

Hundreds of pellets of protection against angina: Pentritol tempules. (In Journal of the American Medical Association, Jan. 7, 1961, p.82) © 4Jan61; KK157684.

9 years is long-time therapy; 1951 1960, a reassuring record of safety, highly purified Acthar Gel Armour. (In Journal of the American Medical Assn., Jan. 1961, p.79) © 21Jan61; KK159739.

Only 2 seconds to specify maximum quality; Thyroid Armour. (In American journal of medicine, Feb. 1961, p.71) © 15Feb61; KK159738.

Only 2 seconds to specify maximum quality; thyroid Armour. (In Journal of American Medical Association, Jan. 7, 1961, p.83) © 4Jan61; KK157691.

Seen often of late; Chymoral oral systemic anti-inflammatory enzyme tablet. (In Chain store age, Feb. 1961, p.94) © 10Feb61; KK159736.

To see is to believe Chymar ointment. (In Journal of the American Medical Assn., Jan. 28, 1961, p.74) © 25Jan61; KK158962.

To see is to believe the advantages of Chymar ointment in common dermatologic conditions. (In Archives of dermatology, Mar. 1961, p.243) © 5Mar61; KK158963.

To see is to believe the advantages of Chymar ointment in common skin ailments. (In Medical times, Feb. 1961, p.153a) © 5Feb61; KK158961.

What now? Chymar, for one thing, a superior systemic anti-inflammatory enzyne to control inflammation, swelling and pain in inflammatory dermatoses and other common skin lesions. (In Archives of dermatology, Mar. 1961, p.21) © 1Mar61; KK159724.

What now? Chymar, for one thing, the superior systemic anti-inflammatory enzyme, to control inflammation, swelling and pain in sinusitis, rhinitis, asthma. (In The Eye, ear, nose and throat monthly, Feb. 1961, p.147) © 13Feb61; KK159726.

What now? Chymar, for one thing to control inflammation, swelling, and pain in accidental trauma and general surgery. (In Journal of the American Medical Assn., Mar. 25, 1961, p.72) © 22Mar61; KK158960.

What now? Chymar, for one thing to control inflammation, swelling, and pain in accidental trauma and general surgery. (In New England journal of medicine, Feb. 23, 1961, advertising section, p.51) © 20Feb61; KK158956.

What now? Chymar for one thing to control inflammation, swelling, and pain in episiotomies ... thrombophlebitis. (In Obstetrics and gynecology, Mar. 1961, p.24) © 5Mar61; KK158957.

What now? Chymar, for one thing to control inflammation, swelling, and pain in prostatitis ... and other acute genitourinary conditions. (In Journal of urology, Mar. 1961, p.36) © 25Feb61; KK158959.

What now? Chymar, for one thing to control inflammation, swelling, and pain in surgical trauma, fractures and traumatic injuries. (In Postgraduate medicine, Mar. 1961, p.A-161) © 10Mar61; KK158955.

ARMOUR PHARMACEUTICAL CO. VETERINARY DEPT.
Animal scientists confirm a better injectable iron, Armidexan 75. (In Nebraska farmer, Dec. 3, 1960, p.38) © Armour Pharmaceutical Co., Veterinary Dept. (in notice: Armour Pharmaceutical Co.); 3Dec60; KK156555.

Control cholera with this pair; Antrate-H.C, Armovac-A. (In The Arkansas veterinarian, Oct.-Dec. 1960, p.5) © Armour Pharmaceutical Co., Veterinary Dept. (in notice: A. P. Co.); 1Dec60; KK157876.

ARMSTRONG HYDRAULICS, INC. ©
Extraordinary how much extra money you can make looking under cars, when you sell Armstrong; extraordinary design gives you more. Shock absorbers. (In Super service station, Oct. 1960, p.113) Appl. author: Hanson & Stevens, Inc. © 10Oct60; KK157218.

Extraordinary how much extra money you can make looking under cars, when you sell Armstrong; extraordinary profit kit. Shock absorbers. (In Motor, Oct. 1960, p.20) Appl. author: Hanson & Stevens, Inc. © 15Oct60; KK157217.

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Bridge, the build and play set. No.950. Contains bridge, all cars, boats, traffic signs and policeman shown on cover. © 6Mar61; KK158642.

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3 easy steps to seal cartons with Atlantic Padlock reinforced gummed tape. © 8Feb61; KK156801.

ATLAS SUPPLY CO. ©
In every state and province, service men who know tire performance firsthand advise you when the choice is yours choose Atlas. (In Parade, May 7, 1961, p.14-15) Appl. author: McCann-Erickson, Inc. © 7May61; KK159657.

When the choice is yours choose Atlas. New Atlas Power-Sealed spark plugs are built to meet or exceed the high standards of spark plugs in new cars. (In The Progressive farmer, July 1961, p.18) Appl. author: McCann-Erickson, Inc. © 15Jun61; KK159800.

When the choice is yours choose Atlas. [Picture of car equipped with Atlas tires making construction detour, and two other pictures] (In The

ATLAS SUPPLY CO.-Con.

Progressive farmer, May 1961, p.42-43) Appl. author: McCann-Erickson, Inc. © 15Apr61; KK159791.

When the choice is yours choose Atlas. [Picture of two men on horseback waving at car equipped with Atlas tires, and two other pictures] (In The Progressive farmer, June 1961, p.36-37) Appl. author: McCann-Erickson, Inc. © 15May61; KK159792.

When the choice is yours, choose Atlas. Step up to better tire performance, to the better tire quality your car now needs. (In The Progressive farmer, Mar. 1961, p.66-67) Appl. author: McCann-Erickson, Inc. © 15Feb61; KK157550.

When the choice is yours, choose Atlas Bucron tires. (In The Progressive farmer, Apr. 1961, p.88-89) Appl. author: McCann-Erickson, Inc. © 5Mar61; KK158605.

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America's greatest trumpet artist, Al Hirt swingin' Dixie. AFSD 5927. © 1Mar61; KK158500.

Bawdy songs goes to college. Oscar Brand with Dave Sear, banjo. AFSD 5952. © 1Mar61; KK158498.

Bob Prescott presents cartoons in stereo, with Cy Harrice. DFS 7008. © 1Mar61; KK158496.

Jewish and Israeli favorites. Johnny Puleo & his Harmonica Gang. AFSD 5950. © 1Mar61; KK158502.

Military marches, stadium organ, Chicago. Al Melgard. AFSD 5908. © 1Mar61; KK158497.

Per-cus-sive jazz doctored for super-stereo, v.2. DFS 7007. © 1Mar61; KK158499.

Rio with love. Jo Basile, accordion and orchestra. AFSD 5939. © 1Mar61; KK158501.

Sound effects, doctored for super stereo. v.1. DFS 7006. © 1Dec60; KK156019.

AUDIO-VISUAL DIVISION, GENE WILLIAMS EVANGELISTIC ASSN. SEE Williams (Gene) Evangelistic Assn. Audio-Visual Division.

AUGSTEIN (S.) & CO., INC. ©

This is your Sacony merchandising plan for January, February and March 1961. Plan to use these exciting promotions now. Appl. author: Claire Bauman d.b.a. Claire Advertising. © 5Jan61; KK157143.

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Aunt Millie's sauces, three generations. © 17Jan61; KK159402.

Spaghetti sauce without meat. Net weight 12 oz. © 11Jan61; KK157755.

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Publicity and public relations manual for automotive distributors, warehouse distributors, jobbers, warehouses. Appl. author: Applegate Advertising Agency, Inc. © 1Feb61; KK157757.

AVALON HILL CO. ©

Air empire, airline management game. 511. © 28Feb61; KK158257.

Chancellorsville, Civil War battle game. 507. © 28Feb61; KK158258.

Civil War war game. 513. © 28Feb61; KK158256.

D-Day, World War II invasion game. 508. © 28Feb61; KK158253.

Gettysburg, Civil War battle game. 501. Appl. states original copyright issued in 1958. NM: revisions. © 28Feb61; KK158251.

Le Mans realistic racing game. 512. © 28Feb61; KK158250.

Nieuchess, adult strategy game. 509. © 28Feb61; KK158252.

Tactics II, realistic war game. 502. Appl. states original copyright issued in 1958. NM: revisions. © 28Feb61; KK158255.

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Verdict II, realistic legal game. 510. © 28Feb61; KK158254.

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Instrumental delites, 4 delightful instrumentals. Famous continental instrumentalist, Henri de Pari, with orchestra. ADP-1377. Appl. author: John Schachtel. © 28Apr61; KK158708.

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After you jet there, get there with Avis rent-a-car. (In Newsweek, May 1, 1961, p.38-39) Appl. author: McCann-Erickson, Inc. © 26Apr61; KK159665.

Avis gets you to that meeting on time. Avis rent-a-car. (In Minneapolis morning tribune, May 1, 1961, p.32) Appl. author: McCann-Erickson, Inc. © 1May61; KK159663.

An Avis girl. Rent-a-car. (In The New Yorker, Feb. 4, 1961, p.95) Appl. author: McCann-Erickson, Inc. © 2Feb61; KK157553.

Babe Takashisockanocka, slugger and centerfielding person of the Yokasaki Nats. Avis rent-a-car. (In Sports illustrated, June 12, 1961, p.76) Appl. author: McCann-Erickson, Inc. © 8Jun61; KK159799.

Big wheel; kids sure get treated in the grand manner at Avis. Avis rent-a-car. (In Sports illustrated, Apr. 17, 1961, p.64) Appl. author: McCann-Erickson, Inc. © 14Apr61; KK159796.

Come on in, the coffee's fine. Rent-a-car. (In The New Yorker, Feb. 11, 1961, p.68) Appl. author: McCann-Erickson, Inc. © 9Feb61; KK157556.

Cuticle kit for clean cut cats. Rent-a-car. (In The New Yorker, Mar. 18, 1961, p.165) Appl. author: McCann-Erickson, Inc. © 16Mar61; KK158614.

Dig sports cars? Rent-a-car. (In The New Yorker, Mar. 11, 1961, p.161) Appl. author: McCann-Erickson, Inc. © 9Mar61; KK158615.

Embarrassing how people carry on over Avis minute-saver service. Like, Avissyzoom sheebam Fordozap car rentnik. Avis rent-a-car. (In Sports illustrated, June 5, 1961, p.13) Appl. author: McCann-Erickson, Inc. © 1Jun61; KK159794.

Free personalized matchbooks. K. Oliver Klobber, ex-pug. Avis rent-a-car. (In Sports illustrated, May 22, 1961, p.102) Appl. author: McCann-Erickson, Inc. © 18May61; KK159795.

Go where you want, when you want, with Avis. Avis rent-a-car. (In Minneapolis morning tribune, Apr. 17, 1961, p.26) Appl. author: McCann-Erickson, Inc. © 17Apr61; KK159661.

I kiss the hem of thy garment, Lucius. Avis rent-a-car. (In Saturday evening post, Apr. 15, 1961, p.110) Appl. author: McCann-Erickson, Inc. © 11Apr61; KK159653.

In less than 90 seconds you're off and running when you rent from Avis Rent-a-Car. (In Time, Apr. 21, 1961) Appl. author: McCann-Erickson, Inc. © 19Apr61; KK159655.

Lifesaver; that's what Avis rent-a-car is to Joe Allen, trainer of racing sparrows. (In Sports illustrated, June 19, 1961, p.34) Appl. author: McCann-Erickson, Inc. © 15Jun61; KK159793.

Lost? Better get out the road map Avis in Boston gave you. Rent-a-car. (In The New Yorker, Feb. 25, 1961, p.54) Appl. author: McCann-Erickson, Inc. © 23Feb61; KK157549.

Me Tarzan, you chain. Avis offers ... this sturdy key chain for those keys you keep losing. Avis rent-a-car. (In New Yorker, Apr. 29, 1961, p.137) Appl. author: McCann-Erickson, Inc. © 27Apr61; KK159659.

Mr. A. picked up his car in L. A. Newest thing since rent it here, leave it there began, Avis one way rate. (In Time, Mar. 17, 1961) Appl. author: McCann-Erickson, Inc. © 15Mar61; KK158616.

Newest thing since rent it here, leave it there began; Avis one way rate. Rent-a-car. (In Newsweek, Feb. 20, 1961, p.10-11) Appl. author: McCann-Erickson, Inc. © 15Feb61; KK157554.

Now open for business, yours. Avis rent-a-car. (In Minneapolis morning tribune, Apr. 10, 1961, p.16) Appl. author: McCann-Erickson, Inc. © 10Apr61; KK159656.

Off the plane into a waiting car. Avis rent-a-car. (In Minneapolis morning tribune, May 8, 1961, p.33) Appl. author: McCann-Erickson, Inc. © 8May61; KK159662.

Perfume for men. Rent-a-car. (In The New Yorker, Mar. 25, 1961, p.74) Appl. author: McCann-Erickson, Inc. © 23Mar61; KK158611.

Psst, want some hot books? Rent-a-car. (In The New Yorker, Feb. 18, 1961, p.127) Appl. author: McCann-Erickson, Inc. © 16Feb61; KK157555.

Reservations made just for you. Avis rent-a-car. (In Sports illustrated, May 15, 1961, p.91) Appl. author: McCann-Erickson, Inc. © 11May61; KK159664.

She'll think you're a dear. Rent-a-car. (In The New Yorker, Apr. 8, 1961, p.92) Appl. author: McCann-Erickson, Inc. © 6Apr61; KK158613.

We treat 'em with tender loving care. Rent-a-car. (In Sports illustrated, Mar. 27, 1961, p.77) Appl. author: McCann-Erickson, Inc. © 23Mar61; KK158612.

We're ready when you are. Avis rent-a-car. (In Minneapolis morning tribune, Apr. 24, 1961, p.26) Appl. author: McCann-Erickson, Inc. © 24Apr61; KK159660.

You are a brick, Rodney. Avis rent-a-car. (In Saturday evening post, Apr. 15, 1961, p.98) Appl. author: McCann-Erickson, Inc. © 11Apr61; KK159654.

Your best-girl gift from Avis. April 15 to May 15, a bottle of perfume every time you rent a car from Avis. (In Saturday evening post, Apr. 15, 1961, p.64-65) Appl. author: McCann-Erickson, Inc. © 11Apr61; KK159658.

AVON COSMETICS.

Avon brings you gifts with a Gay Note, a joy to give, a joy to receive. (In Seventeen, Nov. 1959, p.24-26) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, accepted alternative designation of Avon Products, Inc.; 1Nov59; KK158922.

Avon introduces lipstick deluxe. (In Good housekeeping, Apr. 1961, p.7) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, acceptive alternative designation of Avon Products, Inc.; 21Mar61; KK157987.

Avon presents Creme Supreme. Dew Kiss & other cosmetics. (In Progressive farmer, Mar. 1961, p.80) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, acceptive alternative designation of Avon Products, Inc.; 20Feb61; KK157985.

Avon's latest, greatest eye shades. Flash Pink cream polish & other cosmetics. (In McCall's, Feb. 1961, p.155) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, acceptive alternative designation of Avon Products, Inc.; 24Jan61; KK157986.

Gifts by Avon; be an angel with Avon's new gifts for all the family. (In Good housekeeping, Nov. 1960, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, acceptive alternative designation of Avon Products, Inc.; 20Oct60; KK156107.

It's new, the Avon lipstick in a rainbow range of shades. Full stop; Flash pink; Russet rage. (In Good housekeeping, Sept. 1960, p.33) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, acceptive alternative designation of Avon Products, Inc.; 18Aug60; KK156105.

Make-up with the Avon flair. Liquid rouge & 5 other cosmetics. (In True story, May 1960, p.32) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, acceptive alternative designation of Avon Products, Inc.; 25Mar60; KK156103.

New jewels in Avon's Topaze fragrance. Cream sachet; cologne. (In True story, July 1960, p.16) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, acceptive alternative designation of Avon Products, Inc.; 25May60; KK156104.

Wait till you see Avon's new Christmas gifts. This new Avon holiday gift catalog shows you more exciting, more numerous gift ideas than ever. (In Good housekeeping, Oct. 1960, p.3) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, acceptive alternative designation of Avon Products, Inc.; 20Sep60; KK156106.

AVON PRODUCTS, INC. ©

Cosmetics by Avon. © 27Mar61; KK159296.

AVON PRODUCTS, INC. SEE Avon Cosmetics.

B

B. B. SEE Beebe Bros. Manufacturing Co.

B. B. CO. SEE Broadview Baking Co.

B.F.D. CORP. SEE Brown-Forman Distillers Corp.

B. H. F. F. SEE Beasley's House of Fine Foods, Inc.

B. I. I. SEE Beckman Instrument, Inc.

BNY. SEE Bank of New York.

B.S.R. (U.S.A.) LTD. ©

Better sound reproduction now built into Emerson stereo portables. Model no.937. (In Home furnishings daily, Feb. 6, 1961, p.39) © 6Feb61; KK157852.

BABSON BROS. CO. ©

Caught in the act; new x-ray movie proves teat damage when teat cups are left on too long. Surge. (In Hoard's dairyman, Apr. 25, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Apr61; KK158621.

More Surge buckets are sold than all other makes of bucket milkers combined. (In Hoard's dairyman, Mar. 25, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Mar61; KK158004.

Picture window parlor. Tonganoxie milking system. (In Hoard's dairyman, May 25, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25May61; KK159169.

Take your pick of pipeline systems, but don't forget good milking starts here. Surge. (In Hoard's dairyman, May 10, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10May61; KK158842.

Tonganoxie milking system. Surge brings you pipeline milking. (In Hoard's dairyman, Feb. 10, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Feb61; KK157003.

Tonganoxie milking system. Surge. (In Hoard's dairyman, Feb. 25, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Feb61; KK157535.

Tonganoxie milking system. Surge, positive performance; complete and positive cleaning. (In Hoard's dairyman, Jan. 25, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Jan61; KK157157.

Tonganoxie milking system. Surge, possibly the very best cow milking anybody has ever seen. (In Hoard's dairyman, Jan. 10, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Jan61; KK156213.

Your Surge dealer knows a better way to milk cows; Tonganoxie milking system. (In Hoard's dairyman, Mar. 10, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Mar61; KK157644.

BACARDI IMPORTS, INC. ©

Blow that horn for two old favorites. Puerto Rican rum. (In Ebony, Mar. 1959, p.103) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 19Feb59; KK156355.

BAGBY, WILLIAM C. ©

Hunters and shooters ... the early-late shooting lens. © 15May61; KK159766.

BAHADUR OF INDIA.

Mobile kit for India fighter kites. © George William Kelly, individually & t.a. Bahadur of India; 17Aug60; KK156946.

BALE PIN CO. ©

Class pins. No.884B pin and guard & other jewelry. (Brochure H-15) NM: pictorial & textual descriptions. © 17Feb61 (in notice: 1960); KK157320.

Class pins. No.1053B pin and guard & other jewelry. (Brochure H-16) NM: pictorial & textual descriptions. © 25Feb61; KK157321.

Dramatics club pins, membership and award emblems for all dramatics groups. No.406G18 pin & guard & other jewelry. NM: pictorial illustrations & textual descriptions. © 2Feb61; KK156748.

Honor and service pins. No.2055G19 pin and guard & other items. NM: additions. © 1Mar61; KK157453.

Membership pins for all music groups. No.3114G18 pin & guard & other jewelry. NM: pictorial illustrations & textual descriptions. © 6Feb61; KK156749.

Membership pins for business clubs. No.1924G18 pin and guard & other items. NM: additions. © 10Mar61; KK157452.

Order early; no.230 pin and guard set, the popular favorite. The justice & other rings & jewelry. NM: pictorial illustrations & textual descriptions. © 27Jan61; KK156744.

Student council membership pins. [No.1180G18 pin and guard & other items] NM: additions. © 6Jan61; KK156318.

BALL BROS. CO. ©

But Mother, we don't need paraffin to seal jelly, Ball dome lids seal better. (In The American girl, May 1961, p.41) Appl. author: Applegate Advertising Agency, Inc. © 25Apr61; KK158812.

Helps you help mothers; prevent nursing problems. New Hygeia nurser lets you dial your baby's feeding speed. (In Briefs, Feb. 1961, p.2 of cover) Appl. author: Applegate Advertising Agency, Inc. © 1Feb61; KK156798.

Meet the world's livest dead duck. 44.5% of all families buy home canning supplies. Ball Mason dome lids. Dome caps for Mason jars. (In Cooperative merchandiser, May 1961, p.2 of cover) Appl. author: Applegate Advertising Agency, Inc. © 25Apr61; KK159507.

Prevent nursing problems; new Hygeia nurser lets you dial your baby's feeding speed. (In Your new baby, Feb. 1961, p.24) Appl. author: Applegate Advertising Agency, Inc. © 20Jan61; KK156797.

Where the #@%¢ are the Ball Can or Freez jars? (In Cooperative merchandiser, Apr. 1961, p.12-13) Appl. author: Applegate Advertising Agency, Inc. © 15Apr61; KK158813.

BANK OF NEW YORK. ©

It's time to talk of trust matters. (In The New Yorker, Jan. 28, 1961, p.21) Appl. author: Doremus & Co. © 28Jan61; KK158999.

It's time to talk of trust matters. The clock in Grand Central. (In The New Yorker, Apr. 22, 1961, p.61) Appl. author: Doremus & Co. © 22Apr61; KK158463.

The long view. Most fiduciary plans are made with the long view in mind. (In Business week, July 2, 1960, p.92) Appl. author: Doremus & Co. © 2Jul60; KK157180.

Perennial. A well-planned fiduciary program can yield benefits year after year, often generation to generation. (In The New Yorker, Aug. 6, 1960, p.6) Appl. author: Doremus & Co. © 6Aug60; KK157179.

BANK OF NEW YORK.-Con.

Petroleum companies are engaged in constant exploration and research to provide their patrons with products of high quality. (In Business week, Aug. 27, 1960, p.61) Appl. author: Doremus & Co. © 27Aug60; KK157177.

Recreation. To score well in the competitive market for leisure goods, corporations must play the game with high quality products. (In Business week, Oct. 22, 1960, p.44) Appl. author: Doremus & Co. © 22Oct60; KK157178.

Retailing concerns know that enduring customer relationships are built on the quality of the merchandise they offer. (In Business week, Dec. 24, 1960, p.45) Appl. author: Doremus & Co. © 24Dec60; KK157181.

When mid-Atlantic business wants money services. (In Business week, May 6, 1961, p.26) Appl. author: Doremus & Co. © 6May61; KK159238.

When New England wants action in New York. (In Business week, Feb. 18, 1961, p.96) Appl. author: Doremus & Co. © 18Feb61; KK159239.

When the South taps the New York money market. (In The New Yorker, Mar. 25, 1961, p.156) Appl. author: Doremus & Co. © 25Mar61; KK158460.

When the southwest wants money services. (In Business week, June 3, 1961, p.16) Appl. author: Doremus & Co. © 3Jun61; KK159825.

When the west coast calls on a New York bank. (In Business week, Apr. 8, 1961, p.71) Appl. author: Doremus & Co. © 8Apr61; KK159243.

BANKER (R. C.) & CO. ©

Price shockers. © 4Jan61; KK156566.

Rainbow tag sale. © 4Jan61; KK156568.

Reward offered; wanted, $50,000 worth of used furniture; trade-ins. © 18Apr61; KK158845.

Scratch 'n' dent sale. © 4Jan61; KK156567.

BANKERS BOX CO. ©

Economical record storage equipment for today's business needs. Catalog no.1460. Appl. author: H. Folger Fellowes. © 24Sep59; KK158855.

BANKERS TRUST CO., NEW YORK.

Make dreams come true; Christmas Club. Poster. Appl. author: Rose-Martin, Inc. © Bankers Trust Co.; 1Nov60; KK156041.

Make dreams come true; Christmas Club. Subway car card. Appl. author: Rose-Martin, Inc. © Bankers Trust Co.; 1Nov60; KK156043.

People who better themselves use Bankers Trust personal loans. The Pierpont Morgan Library. Poster. Appl. author: Rose-Martin, Inc. © Bankers Trust Co.; 1Oct60; KK156042.

BARAN, CASIMIR. ©

Lucky bean. Tiny hand carved ivory elephant in a pea shell imported from India. © 20Mar61; KK158729.

BARKLEY COMIC ART. ©

Barkley the pup. Appl. author: Norman A. Tasler. © 7Jun61; KK159573.

BARRICINI, INC. ©

Happy Passover. Dark assorted miniatures. One pound net. © 13Mar61; KK157765.

Matzah miniature balls. 12 ounces net. (Matzah balls) © 13Mar61; KK157766.

BARTON'S CANDY CORP. ©

The Barton snowman recommends gay Barton gifts for all your friends. The bonbonniere & 3 others. (In The New York times magazine, Dec. 11, 1960, p.72) Appl. author: Doyle Dane Bernbach, Inc. © 11Dec60; KK156665.

My name is not Peter, it's Barton. (In The New York times, Mar. 28, 1961, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar61; KK158238.

The order of the Passover Seder. The festival of Passover marks the liberation of the children of Israel from Egyptian bondage. (In The New York times, Mar. 5, 1961, p.85) Appl. author: Doyle Dane Bernbach, Inc. © 5Mar61; KK158243.

Somebody's been having a ball, a chocolate ball. (In The New York times magazine, Dec. 4, 1960, p.88) Appl. author: Doyle Dane Bernbach, Inc. © 4Dec60; KK156346.

When I grow up, I'm going to give everybody Barton's candy. (In The New York times, Dec. 11, 1960, magazine section, p.87) Appl. author: Doyle Dane Bernbach, Inc. © 11Dec60; KK156338.

BASSETTI, FRED.

Flexagons. SEE Forde Corp.

BATTLE CREEK EQUIPMENT CO. ©

Enjoy cozy, restful sleep (save money, too) with a top-quality, out-of-sight Battle Creek bed warmer. (Bulletin BW-360) © 1Oct60; KK156128.

Keep slim, Ro-trim, the wonderful exerciser-slenderizer for new figures, new fitness, new fun. (Bulletin RT-1060) © 1Oct60; KK156129.

Make yours a Battle Creek doorway Jymbar. (Bulletin JB-60) © 1Oct60; KK156130.

Relax and enjoy Rotocycle, automatic exerciser at a price you can afford. (Bulletin RC-960) © 1Oct60; KK156127.

BAUMRITTER CORP.

In your family room, it's do, not don't. SEE Karagheusian (A. & M.) Inc.

BAXTER, MARY A. ©

Hyperbolic functions meter. © 20Feb61; KK157651.

BAY STATE TAP & DIE CO.

Don't settle for less than the best. Bay State taps and dies are the highest quality consistently. (In Mill & factory, Mar. 1961, p.147) Appl. author: W. Emerson Wenger. © Bay State Tap & Die Co., subsidiary of the Cleveland Twist Drill Co.; 6Mar61; KK157859.

Specify Bay State taps and dies for strength, stamina, precision performance. Appl. author: W. Emerson Wenger. © Bay State Tap & Die Co. (in notice: Bay State Tap & Die Co., subsidiary of the Cleveland Twist Drill Co.); 6Mar61; KK157230.

BEACON. SEE Beacon Plastics Corp.

BEACON PLASTICS CORP.

Valle's finest blue ribbon steak. © Beacon, accepted alternative designation of Beacon Plastics Corp.; 27Jan61; KK159264.

BEAM (JAMES B.) DISTILLING CO. ©

Beam, the world's finest bourbon since 1795. (In St. Paul pioneer press, Feb. 14, 1961, p.10) © 14Feb61; KK157312.

Beam, the world's finest bourbon since 1795. Kentucky inspires a truly American spirit. (In Chicago sun-times, Feb. 23, 1961, p.15) NM: revisions. © 23Feb61; KK157140.

Jacob's well & the Beam family. Beam's choice; Jim Beam; Beam's pin bottle. (In Life, Sept. 7, 1959, p.68) © 7Sep59; KK158543.

BEAR BRAND HOSIERY CO. ©

Didn't you know? Nylons can now glamorize your legs like a cosmetic. Enchantress nylon stockings of cosmetic beauty. Shade: Angel river. (In Charm, Feb. 1959, p.113) © 1Feb59; KK159588.

Haven't you heard? Nylons can now glamorize your legs like cosmetics. Enchantress nylon stockings of cosmetic beauty. Shade: Angel rouge. (In Mademoiselle, Nov. 1959, p.56) © 29Oct59; KK159590.

Naturally, I wear nylons that glamorize my legs like a cosmetic. Enchantress nylon stockings of cosmetic beauty. Shade: Angel spice. (In Charm, Sept. 1959, p.177) © 1Sep59; KK159587.

Of course. I'm always sure my legs are as shine-free as my face. Enchantress nylon stockings of cosmetic beauty. Shade: Angel tulle. (In Mademoiselle, Mar. 1959, p.38) © 28Feb59; KK159589.

BEAR MANUFACTURING CO. ©

Attention: all car owners interested in good car keeping. Tire Wear Forecaster. (In Saturday evening post, May 6, 1961, p.133) Appl. author: Hanson & Stevens, Inc. © 3May61; KK159543.

Bear's new red tag profit program. The red tag program includes everything you need to get into big money wheel alinement business. (In Brake & front end service, Feb. 1961, IASI show issue, p.27-28) Appl. author: Hanson & Stevens, Inc. © 1Feb61; KK158002.

Follow the new profit line to Bear's new red tag profit program; cash in on Bear's exclusive quick-as-a-wink alinement test. (In Jobber topics, I. A. S. I. show issue, Feb. 1961, p.176-177) Appl. author: Hanson & Stevens, Inc. © 15Feb61; KK157777.

How the Saturday evening post advertized red tag profit program. The Automatic Drive-Over Tester and new Tire Wear Forecaster sell the services. (In Super service station magazine, Apr. 1961, p.201) Appl. author: Hanson & Stevens, Inc. © 10Apr61; KK159505.

How the Saturday evening post advertised red tag profit program can increase your yearly income $5,000 to $20,000. You need no previous experience in wheel alinement service to cash in. (In Super service station, Apr. 1961, p.201) Appl. author: Hanson & Stevens, Inc. © 10Apr61; KK158637.

How to cut maintenance and operating costs. Bear truck service guide book. (In Commercial car journal, May 1961, p.191) Appl. author: Hanson & Stevens, Inc. © 5May61; KK159777.

Now ready, 4 new portable Bearcats. Bearcat 120 & 3 other body frames. (In Motor, May 1961, p.21) Appl. author: Hanson & Stevens, Inc. © 15May61; KK159310.

Official standards as furnished by auto and truck manufacturers to the Bear Manufacturing Co. Jan. 1, 1961. (Form no.250) © 9Dec60; KK156038.

Tire life expectancy; scuff feet per mile cause dangerous wear to parts and tires. © 17Jan61; KK158027.

We checked your wheel alinement on our Bear drive-over tester. Montgomery Ward. (Red test tag) (Form no.5217) © 18Oct60; KK156039.

BEASLEY'S HOUSE OF FINE FOODS, INC. ©

The Coach House frozen French Silk pie; orange. Net wt. 14 oz. © 17Mar61; KK158074.

You've loved our vanilla, now enjoy cherry-go-round ice cream. (In The Saturday evening post, Feb. 4, 1961, p.69) © 31Jan61; KK157502.

BEATTIE, HENRY HOLLAND.
Berkeley Hundred bourbon. © Henry Holland Beattie & Malcolm Jamieson; 18Feb61; KK157460.

BEAUTY COIN PLAN, INC. ©
So that you may judge ... we offer you this free 30-day supply of Bio-Care beauty formula cream. G-15. (In Newark star-ledger, Mar. 26, 1961, p.3) © 26Mar61; KK159037.
So that you may judge ... we offer you this free 30-day supply of Bio-Care beauty formula cream. G-16. (In Newark star-ledger, Mar. 26, 1961, p.3) © 26Mar61; KK159038.

BECKMAN INSTRUMENTS, INC. ©
Instrumental in your future, Beckman instruments that analyze chemicals in the laboratory. (In Scientific American, May 1961, p.13) © 1May61; KK158835.
Instrumental in your future, Beckman medical and clinical instruments moving the science of medicine steps ahead. (In Scientific American, Jan. 1961, p.23) © 1Jan61 (in notice: 1960); KK156289.

BEEBE BROS. MANUFACTURING CO. ©
600 pound radar dish hoisted to roof top with Beebe hand winch. (In Construction equipment, Dec. 1960, p.97) © 5Dec60; KK156397.
This extra Beebe quality means extra safety. Hand winch. (In Construction equipment, Jan. 1961, p.170) © Beebe Bros. d.b.a. Beebe Bros. Mfg. Co.; 5Jan61; KK157136.
This extra Beebe quality means extra safety. 1/2 ton, 1 ton hand winches & other products. (In Industrial distribution, Mar. 1961, p.161) © Beebe Bros.; 28Feb61; KK157657.
3 new Beebe Bros. quality products. Heavy duty winch with extra line capacity and 2 others. (In Construction equipment, May 1961, p.171) © 5May61; KK159600.

BEL AIRE PAINT CO. ©
Shake 'n Spray brand instant paint; red. Net contents 1 pound. © 21Oct60; KK158081.

BELFORTE WATCH CO., INC. ©
The only watch that speaks 23 languages; the only 17-jewel watch ... sold and serviced around the world. (In Saturday evening post, Illinois-Indiana section only, Oct. 22, 1960, p.129) Appl. author: Grey Advertising, Inc. © 18Oct60; KK159788.

BELL BAKERIES, INC. ©
Look, mom, it's you. Healthy kids have Dandee moms. Bread. © 1Mar60; KK156091.

BELL ENTERPRISES, INC. ©
Kosher comedy; Yiddish language. By Benny Bell, pseud. of Benjamin Samberg. (Zion no.126) © 12Dec60; KK156123.

BENEFICIAL FINANCE CO. ©
Cash? Just say the word. The instant way to clean up bills, ready-cash from Beneficial. (In The Newark star-ledger, Mar. 1, 1961, p.23) © 1Mar61; KK158336.
Cash? Just say the word. The minute you want money, phone for ready-cash from Beneficial. (In The Newark star-ledger, Mar. 2, 1961, p.29) © 2Mar61; KK158335.

BENRUS WATCH CO., INC. ©
You'll swear your Benrus has nine lives too. (In Look, May 23, 1961, p.81) Appl. author: Grey Advertising, Inc. © Benrus Watch Co.; 9May61; KK159629.
You'll swear your Benrus has nine lives, too. (In The New York times magazine, Nov. 13, 1960, p.12) Appl. author: Grey Advertising, Inc. © 17Oct60; KK159091.

BERKSHIRE FROCKS, INC. ©
Parkshire original for the petite miss. © 20May61; KK159318.
Parkshire original for the petite miss; down with major alterations. © 20May61; KK159307.

BERLIN, ERNA. ©
Li'l Dressmaker glueable doll clothes. Pattern identification guide. © 10Apr61; KK159098.
Li'l Dressmaker glueable doll clothes kit. © 10Apr61; KK159099.

BESLY-WELLES CORP. ©
Color-keyed tap selector. Wall chart. © 24Mar61; KK159522.

BEST & CO., INC. ©
There's a world of fashion for babies in our internationally famous Liliputian Bazaar. © 22Jan61; KK156417.
Who says I'm too young to know the difference? Liliputian Bazaar. Shetland wrapper & cap set & other items. © 2Apr61; KK157912.

BETENS, SAUL. ©
A sensational new dividend plan-of-the-month, whereby everything you buy in our store may be yours free. © 4Jan61; KK156784.

BILLINGSLY, L. B. ©
Dutch Kitchen. © 10Feb61; KK158299.

BILT (BONNIE) INC. ©
Instruction sheet. Connector styles; to construct games, use connectors as specified. Tic tac toe (1) & 5 other games. © 31Mar61; KK157982.

BINGHAM CO. ©
Shop Acme Markets. © 19Apr61; KK158601.

BISON MILLING CO.
All purpose whole wheat flour; stone ground. 5 lbs. net weight. © Bison Milling Co., Leonard J. Snodgrass, owner; 1Apr61; KK159103.

BLACK & DECKER MANUGACTURING CO. ©
At 1:30 P. M., EST, Thursday, April 13, 1961, the power drill passed the power barrier. Cordless Electric Drill. (In The Wall Street journal, Apr. 14, 1961, p.9) Appl. author: VanSant - Dugdale & Co., Inc. © 14Apr61; KK158461.

BLACK, SIVALLS & BRYSON, INC. GLASS FIBER PRODUCTS DIVISION.
Poxyglas corrosion resistance chart. © Black, Sivalls & Bryson, Inc. (in notice: Black, Sivalls & Bryson, Inc., Glass Fiber Products Division); 20Feb61; KK158765.

BLOCKO INDUSTRIES.
Roll-a-Paste. 2 fl. oz. Appl. author: M. B. Claff & Sons, Inc. © Otis Comeau d.b.a. Blocko Industries; 6Apr61; KK158314.

BLOOMER BROS. CO.
W. K. Browne egg farm, Pinehurst, Georgia. SEE Anderson Box Co.

BLOOMER DIVISION, RIEGEL PAPER CORP. SEE Riegel Paper Corp. Bloomer Division.

BODINE, EDWARD H. SEE National Enuresis Service.

BOLS (ERVEN LUCAS) DISTILLING CO. ©
Economical extravagance. Now available in Maine, world famous Bols liqueurs in unique 8-ounce host size bottles. Creme de cacao; creme de menthe. (In Portland press herald, Apr. 7, 1961, p.20) Appl. author: Albert Woodley Co., Inc. © 7Apr61; KK158656.
Taste a mint of pleasure in every sip. Bols creme de menthe, straight or frappe, try it today, it's marvelous. (In House and garden, June 1961, p.57) Appl. author: Albert Woodley Co., Inc. © 20May61; KK159036.
Taste Bols liquid pleasure. Bols coffee liqueur and other liqueurs. (In Gourmet, July 1961, p.50) Appl. author: Albert Woodley Co., Inc. © 26Jun61; KK159815.

BOMAC LABORATORIES, INC. ©
Crimea and punishment. Today Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.21) (In The Microwave journal, Sept. 1960, p.4 of cover) © 15Sep60; KK156321.

BONDSKIP PUB. CO. ©
Bond skip locator. Jan. 1961. Appl. author: John F. Hickey. © 14Dec60; KK156547.

BONNIE BILT, INC. ©
Bend 'n build, hours of fun. Texas tic-tac-toe & 3 other games. © 31Mar61; KK158545.

BONUS MONEY, INC. ©
Essex Bonus money. Appl. author: Eugene Olson. © 4Dec60; KK156111.

BORDEN CO. ©
Borden's pineapple cottage cheese, very big flavor. It's new. (In The Saturday evening post, Feb. 18, 1961, p.61) © 14Feb61; KK157501.
Borden's very big on flavor. Make novel party dips with the tang of Borden's fresh sour cream. (In McCall's, Nov. 1960, p.205) © 25Oct60; KK157500.
Borden's very big on flavor. None Such whipped cream cake. Heavy cream. (In Ladies' home journal, Nov. 1959, p.190) © 25Oct59; KK158428.
New 900 calorie food drink that really tastes good. 900 metered calories, Borden's Ready Diet. (In The Saturday evening post, Jan. 14, 1961, p.41) © 10Jan61 (in notice: 1960); KK158932.
Now you can make real whipped potatoes instantly. (In Reader's digest, Aug. 1959, p.200) © 23Jul59; KK157809.
Starlac, instant nonfat dry milk. 6 one-quart envelopes. Net wt. 1 lb. 3 1/5 ozs. © 1Apr61; KK159292.
Starlac, instant nonfat dry milk makes 8 quarts. Net wt. 1 lb. 9 3/5 oz. © 1Apr61; KK159291.
Strawberries 'n cream ice cream. (In The Saturday evening post, Apr. 15, 1961, p.102) © 11Apr61; KK158427.

BORO WOOD PRODUCTS CO., INC. ©
Beautiful Boro kitchens built to fine furniture standards. Cabinets. (In House and home, Feb. 1961, p.176) © 26Jan61; KK159277.

BOSTON PRINT. CO.
Baltimore Orioles. Schedule for 1961; home, away. First National Bank. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb61; KK157801.

BOSTON PRINT. CO.-Con.
Boston Red Sox; 1961 schedule. Home and away. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb61; KK158736.
Phillies 1961 schedule. (Philadelphia Phillies) First Pennsylvania Banking & Trust Co. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb61; KK157802.
Pittsburgh Pirates. 1961 schedule; home and away. Dollar Savings Bank. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb61; KK157803.
Stan Musial hits a home run at all star game played in New York, July 13, 1960. College football games for 1961. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb61; KK158604.

BOSTON SAFE DEPOSIT & TRUST CO. ©
Backing up Dad is the famous financial cabinet. Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 21Mar61; KK158405.
Both these skiers appreciate the financial cabinet. (In Boston traveler, Feb. 6, 1961, p.7) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 6Feb61; KK158551.
Business lunches are more productive when the cabinet manages your investments. (In Boston traveler, Jan. 9, 1961, p.3) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 9Jan61; KK158550.
Cape Ann is more captivating since she turned to the financial cabinet. (In Boston herald, June 6, 1961, p.22) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 6Jun61; KK159579.
A new service for the intelligent investor. Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 30Mar61; KK158403.
Owners of local business retain personal financial cabinet. Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 7Mar61; KK158404.
Practical physician prescribes financial cabinet for colleague. (In Boston traveler, Jan. 23, 1961, p.8) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 23Jan61; KK158552.
℞ for peace of mind: have your attorney draw your will, appoint the financial cabinet to carry it out. (In The Boston herald, Dec. 13, 1960, p.4) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 13Dec60; KK158549.
The swan boats seem smoother when one's capital is under Financial Cabinet control. (In Boston traveler, May 15, 1961, p.8) Appl. author: Mogul Williams & Saylor, Inc. employer for hire of Wray D. Kennedy. © 15May61; KK159780.
While they're relaxing, the financial cabinet is wide awake with their securities. Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 4Apr61; KK158402.

BOTT, JOHN A. SEE Bottco Products, Inc.

BOTTCO PRODUCTS, INC.
Tissue Master; get something handy, the two-in-one tissue dispenser and litter box. © John A. Bott d.b.a. Bottco Products, Inc.; 13Dec60; KK157790.

BRADEN BROS., INC. ©
Christmas fund. $1.00 plan. © 30Jan61; KK156855.

BRADFUTE CORP. ©
1900 free prizes worth $19,200 can be won locally. Circle 5 game. (In Evening independent, St. Petersburg, Fla., Mar. 15, 1961, p.8B) © 15Mar61 (in notice: 1960); KK159604.
Play Food Mart's new fabulous Lucky 11 game, game over $13,850. Game no.1. (In El Paso herald-post, Feb. 16, 1961, p.7) © 16Feb61 (in notice: 1960); KK159745.

BRADLEY (MILTON) CO.
Deputy Dawg. SEE Terrytoons.
Flash cards, beginners numbers. Kindergarten thru grade 1. 4947. © 30Mar61; KK159687.
Flash cards, sight words. Set 2. Grades 2 and 3. 4973. © 30Mar61; KK159688.
French language flash cards; for beginners. 9006. © 19Jan60; KK156232.
Game of the States. Who sells the most from coast to coast? For ages 7 to 14. 4920. © 20Dec60; KK156984.
King of the cheese. For ages 4 to 10. 4913. (Another Milton Bradley Key to fun and learning) © 1Jan61 (in notice: 1960); KK159440.
Number Line; 1 classroom size chart, 28 individual number lines with plastic slides. Grades 1 thru 3. 9102. © 30Dec60; KK156983.
Stickler puzzle. 4969. © 10Apr61; KK159686.
Stratego. An adult game of skill and strategy. 4916. © 17Feb61; KK159439.
Why, a mystery game. For ages 12 to adult. 4845. Presented by Alfred Hitchcock. © 5Jan61; KK156982.

BRECK (JOHN H.) INC. ©
Beautiful hair; combination offer of hair set mist with Breck shampoo. (In Ladies' home journal, Apr. 1961, p.35) © 23Mar61; KK157740.
Beautiful hair; Shining Color, personalized semi-permanent hair coloring. Contents 2 oz. (Sunshine series) © 21Dec60; KK156311.
Beautiful hair; Shining Color, personalized semi-permanent hair coloring. Fashion series. Contents 2 oz. © 21Dec60; KK156730.
Beautiful hair; Shining color, personalized semi-permanent hair coloring; Starlight series. Contents 2 oz. © 21Dec60; KK156914.
Beautiful hair; there are three Breck shampoos. Debbie Swanson & 3 4-oz. shampoos. (In The Ladies' home journal, May 1961, p.111) © 24May61; KK158538.
Beautiful hair; there are three Breck shampoos for three different hair conditions. (In Ladies' home journal, Jan. 1961, p.3 of cover) © 29Dec60; KK156174.
Beautiful hair Breck presents Shining Color, personalized semi-permanent hair coloring. © 27Oct60; KK156690.
Beautiful hair Breck presents Shining Color, personalized semi-permanent hair coloring. B60-1241. © 27Oct60; KK157311.
Beautiful hair Breck Shining Color personalized semi-permanent hair coloring color selector. Dark ash brown no.50 & other colors. © 27Oct60; KK158325.
Hair set mist. Marion Roode. (In Ladies' home journal, June 1961, p.4 of cover) © 22May61; KK159244.
Hair set mist. Sandra Dahlgren & 3 4-oz. hair mists. (In Ladies' home journal, Mar. 1961, p.101) © 22Mar61; KK157075.
New beautiful hair Breck Banish dandruff treatment cream shampoo. Net weight 6 oz. © 18Nov57; KK158324.
Shining Color. Contents 2 oz. (Starlight series) © 21Dec60; KK156412.
Shining color fashion series, for bleached hair only. Contents 2 oz. © 21Dec60; KK156138.
Shining Color, sunshine series, for hair with no grey. Contents 2 oz. © 21Dec60; KK157163.
There are three Breck shampoos for three different hair conditions. (In Ladies' home journal, July 1961, p.22) © 20Jul61; KK159833.

BREYER ICE CREAM DIVISION.
Instant promotions. © Breyer Ice Cream Division of National Dairy (in notice: Breyer Ice Cream Division); KK159396.

BRIDGEPORT BRASS CO. ©
Flexalum door canopy for low rent public housing. (Form no.2512) © 1May61; KK159328.
Flexalum wide-louver verticals. (Form no.3406) © 15Apr61; KK159329.
Flexalum wide-louver verticals specifications. (Form no.3493) © 15Apr61; KK159330.
H-D aluminum awnings & patio covers. Styled for beauty, designed for performance. (Form no.2802) © 15Apr61; KK159333.
H-D aluminum awnings & patio covers color selector. (Form no.2801) © 15Apr61; KK159332.
H/D multi-port 10' x 16' supplementary instructions for using conversion kit. © 1May61; KK159338.
H/D multiport 10' x 16' wall attached model. Instructions for use of scroll posts. © 1May61; KK159339.
Look what's new in your neighborhood. It's Flexalum aluminum awnings. (Form no.2619) © 1Apr61; KK159336.
Make your home bigger, smarter, cooler with Flexalum aluminum awnings. (Form no.2417) NM: revisions & additions. © 15Apr61; KK159594.
Now ... a free-standing carport. H-D multi-port. (Form no.6415) © 30Apr61; KK159331.
Only one window covering gives you true light control, privacy, ventilation. Choose your Flexalum Twi-Nighter venetians from a wide range of decorator colors. (Form no.429) © 28Feb61; KK159325.
Pie in the sky? Flexalum Twi-Nighter venetians. (Form no.428) © 1Feb61; KK159327.
Save 20 o/o and invest in Flexalum quality. Flexalum aluminum awnings. (Form no.2422) © 1Apr61; KK159335.
Script for Flexalum woven aluminum. May we suggest that you get the complete story of Flexalum woven aluminum and how it can help you? (Form no.7413) © 31Mar61; KK159337.
Shade when you need it, sun when you want it. You get both, handsomely, with Flexalum roll-up aluminum awnings. (Form no.5405) © 1Feb61; KK159324.
Weather control, the attractive, inexpensive way with Flexalum horizontal aluminum awnings. (Form no.2419) © 1Feb61; KK159326.
Why not be your own source? Put yourself in the big-profit picture with H-D aluminum awnings. (Form no.2803) © 15Apr61; KK159334.

BROADVIEW BAKING CO. ©
Cookie jar favorites. Net wt. 7 1/2 oz. Appl. author: John Doubek. © 15Sep60; KK157787.
Cookie jar favorites, Jelly Star. Net wt. 1 1/8 oz. Appl. author: John Doubek, Jr. © 20Feb61; KK158904.

BROMO-MINT CO. SEE Kenner Products Co.

BROOKPARK, INC. ©

The revolutionary new Brookpark Permaclean cup. (In Home furnishings daily, Apr. 24, 1961, p.39) Appl. author: Kenneth Koos. © 24Apr61; KK159593.

BROWN (JOHN CLARK) INC. ©

Clothes sprinkler. (Kenberry product, no.48) © 30Dec60; KK157313.

Fork and spoon tongs. (Kenberry product, no.193) © 9Sep60; KK157316.

Kitchen saw, the blade lasts for years. (Kenberry product, no.405) © 30Dec60; KK157314.

Spee Dee cherry pitter. (Kenberry product, no.78) © 13Feb61; KK158358.

Whisk. (Kenberry product, no.142) © 14Feb61; KK157315.

BROWN & WILLIAMSON TOBACCO CORP. ©

Atomic swindle; for modern taste, Viceroy's got it at both ends. (In New York mirror, Feb. 1, 1961) Appl. author: Ted Bates & Co., Inc. © 1Feb61; KK157084.

Atomic swindle. Viceroy. (In Baltimore sun, Dec. 11, 1960) Appl. author: Ted Bates & Co., Inc. © 11Dec60; KK156202.

The battle of Echo Cave. They go together, the Deep Weave Filter and the deep-cured blend. Viceroy filter tip cigarettes. (In New York mirror, May 3, 1961) Appl. author: Ted Bates & Co., Inc. © 3May61; KK159504.

Camp robber. For today's taste Viceroy's got it at both ends. (In New York journal American, May 7, 1961) Appl. author: Ted Bates & Co., Inc. © 7May61; KK159058.

Captured by escaped convicts. Viceroy. (In New York news, Feb. 16, 1961, p.44) Appl. author: Ted Bates & Co., Inc. © 16Feb61; KK157543.

Come up to the menthol magic of Kool, feel new smoothness deep in your throat. (In Akron beacon journal, Feb. 15, 1961, p.7) Appl. author: Ted Bates & Co., Inc. © 15Feb61; KK157547.

Come up to the menthol magic of Kool, feel new smoothness deep in your throat. (In Wilmington star, Feb. 21, 1961, p.8) Appl. author: Ted Bates & Co., Inc. © 21Feb61; KK157642.

Flash flood; for modern taste, Viceroy's got it at both ends. (Flash foods) (In New York mirror, Feb. 10, 1961) Appl. author: Ted Bates & Co., Inc. © 10Feb61; KK157083.

Getaway from a grizzly. (Fast getaway from a grizzly) Viceroy. (In The New York times, Feb. 8, 1961) Appl. author: Ted Bates & Co., Inc. © 8Feb61; KK157641.

Hole in the air. Viceroy. (In New York news, Mar. 7, 1961, p.28) Appl. author: Ted Bates & Co., Inc. © 7Mar61; KK158020.

It takes both ends to work this V formation touchdown special. Viceroy. (In Press, Pittsburgh, Nov. 20, 1960) Appl. author: Ted Bates & Co., Inc. © 20Nov60; KK156198.

Kool Krossword, no.13. (In Florida alligator, University of Florida, Apr. 22, 1960, p.4) Appl. author: Ted Bates & Co., Inc. © 22Apr60; KK156144.

Kool Krossword, no.15. (In Florida alligator, University of Florida, May 6, 1960, p.6) Appl. author: Ted Bates & Co., Inc. © 6May60; KK156143.

Lost in the high wilderness. Viceroy. (In New York mirror, Feb. 17, 1961, p.9) Appl. author: Ted Bates & Co., Inc. © 17Feb61; KK157546.

The mystery of the expert snow-bunny. Viceroy. (In New York journal American, Apr. 16, 1961) Appl. author: Ted Bates & Co., Inc. © 16Apr61; KK158387.

A new kind of cigarette, Kentucky Kings with a filter made of tobacco. (In The Saturday evening post, Dec. 3, 1960, p.54-55) Appl. author: Ted Bates & Co., Inc. © 29Nov60; KK156201.

N. Y. Yankee star Elston Howard smokes Kool. (In Ebony, Dec. 1960, p.38) Appl. author: Ted Bates & Co., Inc. © 18Nov60; KK156200.

Runaway raft. Viceroy. (In New York mirror, Mar. 1, 1961, p.12) Appl. author: Ted Bates & Co., Inc. © 1Mar61; KK157542.

Running the white water gantlet. Viceroy. (In New York mirror, Feb. 22, 1961, p.8) Appl. author: Ted Bates & Co., Inc. © 22Feb61; KK157545.

Smoke twice as refreshed because the filter's recessed in menthol-fresh Belair. (In New York herald tribune, Mar. 7, 1961, p.11) Appl. author: Ted Bates & Co., Inc. © 7Mar61; KK158943.

Smoke twice as refreshed because the filter's recessed in menthol-fresh Belair. (In New York herald tribune, Mar. 14, 1961, p.14) Appl. author: Ted Bates & Co., Inc. © 14Mar61; KK158388.

Smoke twice as refreshed with new Belair. Only Belair combines menthol-fresh blend, modern recessed filter. (In New York journal American, May 2, 1961) Appl. author: Ted Bates & Co., Inc. © 2May61; KK159057.

Tried regular filter cigarettes? Tried other menthol cigarettes? Now, come up, all the way up to the menthol magic of Kool. Woman. (In California Tech, Pasadena, Calif., Oct. 6, 1960) Appl. author: Ted Bates & Co., Inc. © 6Oct60; KK156197.

Trigger for an avalanche. Viceroy. (In New York news, Feb. 21, 1961) Appl. author: Ted Bates & Co., Inc. © 21Feb61; KK157544.

BROWN-FORMAN DISTILLERS CORP. ©

All star cast to brighten any bar. Usher's Green Stripe blended scotch whisky & 3 other whiskies. (In Oregon restaurant & beverage, Nov. 1960, p.23) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Nov60; KK157187.

Both belong. Old Forester. (In Club management, Jan. 1961, p.2 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Jan61; KK158179.

Chicago, a famous city favors the famous flavor of Old Forester. (In Town & country, Mar. 1961, cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Mar61; KK158178.

Enjoy bourbon's favorite flavor, Old Forester, at either proof. (In Courier-journal, Louisville, Ky., Jan. 6, 1961, section 2, p.7) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 6Jan61; KK158173.

Enjoy bourbon's favorite flavor, Old Forester, at either proof. (In Look, Jan. 3, 1961, p.45) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Dec60; KK158177.

Enjoy bourbon's favorite flavor, Old Forester, at either proof. (In Los Angeles herald express, Jan. 12, 1961, p.C-5) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 12Jan61; KK158176.

Everywhere you look, more and more glasses are being filled with Old Forester. (In Illinois beverage journal, Feb. 1961, p.39) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Feb61; KK158180.

If you're satisfied with profits, don't open this. Old Forester & 14 other products. (In Liquor store, Feb. 1961, p.21-23) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 6Feb61; KK158194.

Now, a new way to give famous Old Forester. Use your gift certificate to give any of these 4 versions of Old Forester. (In The Cleveland press, Dec. 2, 1960, p.39) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2Dec60; KK157188.

Now, enjoy famous Old Forester. (In News, Indianapolis, June 28, 1960, p.17) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 28Jun60; KK158720.

Now, top selling Old Forester gift packaged three wonderful ways. (In Oklahoma beverage news, Nov. 1960, p.4 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 28Oct60; KK158190.

Old Forester. 100 proof; 86 proof. (In Norfolk ledger dispatch, Jan. 20, 1961, p.10) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Jan61; KK158174.

Old Forester, Kentucky straight bourbon whisky, 100 proof. (In Richmond news leader, Nov. 21, 1960, p.11) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 21Nov60; KK158189.

Old Forester, now at popular proofs. (In Daily news, New York, Jan. 4, 1961, p.44) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Jan61; KK158175.

Three wonderful ways to give famous Old Forester. [Christmas balls] (In Chicago daily tribune, Nov. 16, 1960, pt.4, p.4) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 16Nov60; KK157189.

Three wonderful ways to give famous Old Forester. [Horizontal view of bottles] (In The Washington daily news, Nov. 16, 1960, p.57) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 16Nov60; KK158188.

Three wonderful ways to give famous Old Forester. [Orchid] (In The Commercial appeal, Memphis, Nov. 15, 1960, p.20) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 15Nov60; KK157190.

Three wonderful ways to give famous Old Forester. [Vertical view of bottles] (In The New York times, Nov. 3, 1960, p.51) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3Nov60; KK158187.

Three wonderful ways to give Old Forester. (In U. S. news & world report, Nov. 7, 1960, p.3 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 31Oct60; KK157191.

BROWN SHOE CO. ©

Brownstudy. Children's shoe business, care and feeding of. Vol.1, no.9. Appl. author: Leo Burnett Co., Inc. © 29Jan61; KK157768.

BRUCE (E. L.) CO. ©

Cleaning wax for hardwood floors. Net contents 1 U. S. qt. Appl. author: John Carlyle Fleming. © 15Mar61; KK158648.

Floor cleaner for wood and linoleum. Net contents one U. S. quart. Appl. author: John Carlyle Fleming. © 15Mar61; KK158649.

How to build out termites. Terminix. Appl. author: Frank H. Lyons. © 20Feb61; KK157023.

BRUCE (E. L.) CO.-Con.

How to install Bruce Crestwood flooring over wood floors. How to use the new improved Bruce Nailrite for professional installation of Bruce Crestwood floors. Appl. author: Dewey Brown. NM: revisions. © 3Feb61; KK156731.

Now you pay no more for the world's finest termite control service; Terminix. Appl. author: John C. Fleming. © 28Dec60; KK156229.

Tired of chasing roaches? No matter how hard you try, Mom... Call Bruce Terminix pest control service. (Key O-12) Appl. author: Dewey Brown. © 29May61; KK159340.

Tired of chasing roaches? No matter how hard you work, Sir... Call Bruce-Terminix pest control service. (Key O-13) Appl. author: Dewey Brown. © 29May61; KK159341.

Wanted for unpredictability. Terminix, world's largest in termite control. Appl. author: John C. Fleming. © 24Feb61; KK157078.

You may have termites and not even know it. Terminix, world's largest in termite control. (Key U-18) Appl. author: Dewey Brown. © 29May61; KK159342.

BRUNSWICK CORP. ©

Brunswick, no.1 name in bowling; the professional bowling shoe. Stock no.109-53. Appl. author: M. B. Claff & Sons, Inc. © 10Jan61; KK158412.

BRUSSE, MARTIN.

Announcing the new R. M. equipment line. SEE Rocky Mountain Metal Products Co.

Even if you have an old, 1934 Rocky Mountain welder. SEE Rocky Mountain Metal Products Co.

BRYANT, FREDERICK WILLIAM. ©

Change-a-Pearl jewelry, as easy to change as turning the knob on your radio or TV set. © 10Feb61; KK156695.

BRYANT INDUSTRIAL PRODUCTS CORP. ©

Infra-red burners. (Open blast burners, data sheet no.1B-4) Appl. author: John Sellors, Jr. © 1Oct60; KK156585.

BUILDERS CONTROL SERVICE OF NORTHERN CALIFORNIA, INC. ©

Builders Control Service of Northern California, Inc. Appl. author: Gerth, Brown, Clark & Elkus of San Francisco, Inc. © 15Apr61; KK159776.

BULLARD (E. D.) CO. ©

New Bullard featherweight bump/cap. © 10Jan61; KK158401.

Poison ivy and poison oak caused an estimated 600,000 lost man-days in 1960. The great majority of these cases could have been minimized by Bullard's Imunivy and Imunoak. © 10Feb61; KK158400.

BULOVA WATCH CO., INC. ©

Accutron, the only basic advance in personal timekeeping in 300 years. A new precision, a new dependability has come to timekeeping. (In Time, Mar. 31, 1961) NM: additions & revision. Appl. author: McCann-Erickson, Inc. © 29Mar61; KK158609.

Accutron, the only basic advance in personal timekeeping in 300 years. There's a new way of keeping time. (In Time, Mar. 10, 1961) Appl. author: McCann-Erickson, Inc. © 8Mar61; KK158608.

Christmas begins at 12 midnight, Bulova watch time. Bulova 30 & 12 other watches. (In Look, Dec. 20, 1960) Appl. author: McCann-Erickson, Inc. © 6Dec60; KK156215.

The pulse that beats five times a second. Goddess of Time & 5 other watches. (In Oakland tribune, Dec. 12, 1960, p.8) Appl. author: McCann-Erickson, Inc. © 12Dec60; KK156216.

10 reasons why Bulova is the best watch to get as a gift. SVP IX & 4 other watches. (In Seventeen, Apr. 1961, p.5) Appl. author: McCann-Erickson, Inc. © 1Apr61; KK158610.

They're synchronized, they're both wearing Bulova watches. SVP VII & 3 other watches. (In Seventeen, Feb. 1961, p.11) Appl. author: McCann-Erickson, Inc. © 1Feb61; KK157558.

What is Accutron? It's the only basic advance in personal timekeeping in 300 years. (In Time, Feb. 17, 1961, p.7) Appl. author: McCann-Erickson, Inc. © Bulova Watch Co.; 15Feb61; KK157552.

BURDE, DOMINICK. SEE Mr. Cesspool.

BUREAU OF HEALTH EDUCATION, MEDICAL DEPT., EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. SEE Equitable Life Assurance Society of the United States. Medical Dept. Bureau of Health Education.

BURNHAM (FREDERIC H.) CO. ©

3 little mittens fit either right or left hand. Ages 4-5. © 1Jun61; KK159437.

BURNSON, MARTIN Q. ©

Deaf man perfects smallest hearing aid. (In San Francisco chronicle, Apr. 9, 1956, p.10) © 9Apr56; KK156170.

BURNWORTH, CHARLES A. SEE Burnworth Tester Co.

BURNWORTH TESTER CO. ©

Do-it-yourself approved, professional, electrical tester. Catalog no.2331. © Charles A. Burnworth d.b.a. Burnworth Tester Co.; 6May61; KK158840.

BURNY BROS., INC. ©

Breads with character. Long loaves of crusty French bread. (In Chicago daily tribune, Mar. 3, 1961, pt.1, p.20) Appl. author: Henri, Hurst & McDonald, Inc. © 2Mar61; KK157687.

I like the little loaves. (In Chicago daily tribune, Apr. 28, 1961, pt.3, p.16) Appl. author: Henri, Hurst & McDonald, Inc. © 27Apr61; KK158823.

True to their heritage; each cake is true to its name, honest with its heritage. (In Chicago daily tribune, Apr. 7, 1961, pt.3, p.18) Appl. author: Henri, Hurst & McDonald, Inc. © 6Apr61; KK158186.

Your choice: from our butter 'n egg baker men who love to take their old-fashioned yeast-raising time. Light, crisp, flaky, tender coffee cakes. (In Chicago daily tribune, Mar. 24, 1961, pt.4, p.13) Appl. author: Henri, Hurst & McDonald, Inc. © 23Mar61; KK157997.

BURRY BISCUIT CORP. ©

Big treat. Net cont. 4 ice cream sandwiches, 3 fl. ozs. each. © 13Jun61; KK159578.

BUXTON CANADA, LTD.

Does your billfold do all this. SEE Buxton, Inc.

Fool's gold. SEE Buxton, Inc.

If you smoke, wear glasses, unlock doors, carry lots of pictures, or just spend money; the Evening Star set by Lady Buxton. SEE Buxton, Inc.

1/3 alligator, 2/3 cowhide, 3/3 elegance. SEE Buxton, Inc.

BUXTON, INC. ©

Brimful of new ideas for the tailored woman; you see above an unusual set of coordinated leather accessories, all with versatile belt and buckle motif; the Tailored set by Lady Buxton. (In Ladies' home journal, Apr. 1960, p.106) Appl. author: Doyle Dane Bernbach, Inc. © 25Mar60; KK156539.

Does your billfold do all this? If you can't answer yes ... you need a Convertible by Lord Buxton. (In Ladies' home journal, Dec. 1960, p.19) Appl. author: Doyle Dane Bernbach, Inc. © Buxton, Inc. & Buxton Canada, Ltd.; 22Nov60; KK156533.

Fool's gold? The glowing set by Lady Buxton. (In Ladies' home journal, May 1961, p.40) Appl. author: Doyle Dane Bernbach, Inc. © Buxton, Inc. & Buxton Canada, Ltd.; 25Apr61; KK159639.

If you smoke, wear glasses, unlock doors, carry lots of pictures, or just spend money; the Evening Star set by Lady Buxton. (In Ladies' home journal, Dec. 1960, p.19) Appl. author: Doyle Dane Bernbach, Inc. © Buxton, Inc. & Buxton Canada, Ltd.; 22Nov60; KK156532.

1/3 alligator, 2/3 cowhide, 3/3 elegance; this Convertible billfold and Key-tainer set holds every key or piece of paper a man is likely to carry; the Trim set by Lord Buxton. (In McCall's, Dec. 1960, p.27) Appl. author: Doyle Dane Bernbach, Inc. © Buxton, Inc. & Buxton Canada, Ltd.; 21Nov60; KK156531.

Press this button and our thin Key-Tainer flips its lid. (In Luggage & leather goods, July 29, 1960, cover) Appl. author: Doyle Dane Bernbach, Inc. © 29Sep60; KK157695.

Two ways to guard your jewel collection; jewel cases by Lady Buxton. (In Ladies' home journal, Dec. 1960, p.21) Appl. author: Doyle Dane Bernbach, Inc. © Buxton, Inc. & Buxton, Ltd.; 22Nov60; KK156534.

BUXTON, LTD.

Two ways to guard your jewel collection. SEE Buxton, Inc.

C

CAASA. ©

Topper's tip today, driving magic by Ford, pricing magic by Northeast; the 1961 Ford Falcon. (In The Washington daily news, Nov. 18, 1960, p.63) © 18Nov60; KK158629.

C-A N. B. SEE Crocker-Anglo National Bank, San Francisco.

C & W CO. ©

The amazingly new, Zipaway wallpaper stripper. © 10Feb61; KK158555.

CBS FILMS, INC. TERRYTOONS. SEE Terrytoons.

C.C.A. SEE Chromium Corp. of America.

CCC. SEE Continental Chemical Corp.

C. E. CO. SEE Commonwealth Edison Co.

C.F., INC. SEE Comstock Foods, Inc.

C.M., INC. SEE Chicopee Mills, Inc.

CSC. SEE Cornell Seed Co.

CAL-DAK CO. ©
Canister set. Item no.720. High chair & 11 other products. (Form no.L-235) Appl. author: Zepha Bogert. © 20Jan61; KK156671.
Deluxe pitcher. Item no.560. Ice bucket & 5 other products. (Form no.L-231) Appl. author: Zepha Bogert. © 20Jan61 (in notice: 1960); KK156672.
A free gift for your customer, a Cal-Dak sales builder for you; ice bucket. Tray table set. Items no.500 & 1148-530. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 20Feb61; KK157885.
Step-on can. Item no.725. High chair & 11 other products. (Form no.L-236) Appl. author: Zepha Bogert. © 20Jan61; KK156670.

CAL-DAK CO. CRESTLINE DIVISION.
Crestline presents the luxury of fiber glass in king size Roll-A-Tray sets. 4 tray tables and a hostess car in one convenient unit. Item no.2120-88 & other items. Appl. author: Zepha Bogert. © Crestline, accepted alternative designation of Crestline Division of Cal-Dak Co.; 18Apr61; KK158625.

CAL-DAK CO. PLAS-TEX DIVISION.
Deluxe, king-size ice bucket. Item no.500. Appl. author: Zepha Bogert. © Cal-Dak Co., Plas-Tex Division (in notice: Cal-Dak); 1Feb61; KK157888.
Hide-a-basket solves storage problems. Item no.6705. Appl. author: Zepha Bogert. © Cal-Dak Co., Plas-Tex Division (in notice: Cal-Dak); 24Feb61; KK157887.
Lift up and find the secret hide-away compartment in my base. Hide-A-Basket. Item no.6705. Appl. author: Zepha Bogert. © Cal-Dak Co., Plas-Tex Division (in notice: Cal-Dak); 15Apr61; KK158626.
10 gal. G-can. Item no.667. Appl. author: Zepha Bogert. © Cal-Dak Co., Plas-Tex Division (in notice: Cal-Dak); 1Feb61 (in notice: 1960); KK157886.

CALIFORNIA GRAPEFRUIT ADVISORY BOARD.
Fresh crop here now, desert grapefruit. SEE Arizona Grapefruit Program Committee.

CALVER, MILES P. ©
Now, payments for you or your family's doctor bills. (In The Miami herald, Apr. 4, 1961, p.10-B) © 4Apr61; KK157910.

CALVERT DISTILLERS CO. ©
Only the Calvert hand of skill blends a whiskey with so much power to please; Calvert Reserve. (In The Saturday evening post, Mar. 21, 1959, p.100) © 16Mar59; KK156639.

CAMBOSCO SCIENTIFIC CO., INC. ©
Order book, 1961. Appl. author: S. M. Rowland. NM: additions. © 27Mar61; KK159536.

CAMERA, JOHANNA DELLA. SEE Della-Camera, Johanna.

CAMPANA CORP. ©
After unhappy results that wrecked health and careers, movie stars have rejected dangerous fad diets; they now have an easy, new way to reduce; here's their secret. Why Hollywood stopped dieting, by Virginia Palmer. Ayds. (In Ladies' home journal, Nov. 1959, p.185) © 25Oct59; KK158723.

CANTERBURY COIN PUBLICATIONS. ©
Catalog and check list of English bronze coins, 1860 to date. Appl. author: Leslie Richard Docks. © 10May61; KK159401.

CANTICLE PRODUCTIONS. ©
Sally sings for Santa, with friend. Appl. author: Mary Jane Becker. © 10Nov60; KK155991.

CAPCO. SEE Columbus Auto Parts Co.

CAPPUCCIO, MATTHEW. SEE Mr. Cesspool.

CARLING BREWING CO. ©
Red Cap ale, more flavor to it because there's more hops in it. (In Sports illustrated, July 11, 1960, p.14) Appl. author: Benton & Bowles, Inc. © 7Jul60; KK155513.
Red Cap ale, more hops = more flavor. (In Holiday, Oct. 1960, p.146) Appl. author: Benton & Bowles, Inc. © 15Sep60; KK155512.

CARNATION CO. ©
Discover today's Carnation, the milk you can use like cream with 1/2 the fat calories. (In McCall's, Dec. 1960, p.71) Appl. author: A. Culver Boyd, Jr. © 1Dec60; KK157854.
Secret of a stay-moist loaf, Carnation; the milk you can use like cream, with 1/2 the fat calories. Evaporated milk. Tuna-olive-macaroni loaf. (In Life, Feb. 10, 1961, p.2 of cover) Appl. author: A. Culver Boyd, Jr. © 10Feb61; KK157213.

CARON CORP.
Lotions; special summer presentation of six famous Caron fragrances. (In Beauty fashion, May 1961, p.29) © Caron Corp. d.b.a. Caron; 1May61; KK159312.

CARPENTER, ERVIN C. SEE Woolums Carpenter Co.

CARTER MOTOR CO. ©
Carter Ecliptic fractional horsepower motors. Catalog no.461A, 1961. © 24Apr61; KK159175.

CARTER PRODUCTS, INC. ©
Do you get splitting headaches because you're too conscientious? Micrainin. (In Charleston daily mail, Dec. 19, 1960, p.8) Appl. author: Ellington & Co., Inc. © 19Dec60; KK157856.
Perhaps you get those splitting headaches because you care too much. Micrainin. (In Charleston daily mail, Dec. 12, 1960, p.14) Appl. author: Ellington & Co., Inc. © 12Dec60; KK157857.

CARTER'S INK CO. ©
Fer ya, not agin ya; carbons. (In The Office, Mar. 1961, p.260) Appl. author: Hoag & Provandie, Inc. NM: additions. © 1Mar61; KK157297.
For complete lines, it pays to Carter-ize. Rubber cement & 7 other products. (In Progressive grocer, Mar. 1961, p.86-87) Appl. author: Hoag & Provandie, Inc. NM: revision. © 1Mar61; KK157233.
For get-up-n-go packaging, it pays to Carter-ize. (In Chain store age, grocery ed., Mar. 1961, p.46) Appl. author: Hoag & Provandie, Inc. NM: ommission. © 28Feb61; KK157577.
I go for Carter's Marks-a-Lot, marker with felt tip. (In Life, Dec. 26, 1960, p.28) Appl. author: Hoag & Provandie, Inc. © 22Dec60; KK156136.
Recharge your typing with the printed look. Carter's electric line: fabric ribbons, carbons, carbon paper ribbons. (In Modern office procedures, Mar. 1961, p.50) Appl. author: Hoag & Provandie, Inc. NM: changes. © 1Mar61; KK157330.

CASE, JACK J. ©
Nu-fashion original 6-way 2 yds. skirt length. © 10Mar61; KK159531.

CESSPOOL MAN.
Cesspools cleaned. (In Newsday, Mar. 17, 1961, p.10) © Matthew Cappuccio & Dominick Burde d.b.a. Cesspool Man; 18Mar61; KK158102.

CHAMPION PAPER & FIBRE CO. ©
For striking reproduction, Kromekote brand cast coated papers. (No.51 in a series of textural studies) (In Advertising requirements, Oct. 1960, p.63) © 20Sep60; KK156088.
For the finest reproduction, Kromekote brand cast coated papers. (No.52 in a series of textural studies) (In Advertising requirements, Dec. 1960, p.49) © 20Nov60; KK156053.

CHANCO CHEMICAL CO.
Magic Boy, modern new all-purpose cleaner. 1 liquid pint. © Howell Chandler Moon d.b.a. Chanco Chemical Co.; 10Jan61; KK156205.

CHANEL, INC. ©
Another new campaign-within-a-campaign for Chanel; no.5. A perfume is different on different women. (In Beauty fashion, Jan. 1960, p.48) Appl. author: Norman, Craig & Kummel, Inc. © 10Jan60; KK157585.
Bathing beauty by Chanel. No.5 talc & 3 other products. (In Beauty fashion, June 1960, p.78-79) Appl. author: Norman, Craig & Kummel, Inc. © 10Jun60; KK156575.
Chanel becomes the woman you are; a perfume is different on different women. No.5. (In Glamour, Nov. 1959) Appl. author: Norman, Craig & Kummel, Inc. © 22Oct59; KK156429.
Chanel becomes the woman you are; No.5. [Brunette leaning against banister railing] (In Mademoiselle, Apr. 1960) Appl. author: Norman, Craig & Kummel, Inc. © 29Mar60; KK156584.
Chanel becomes the woman you are. No.5. (In Glamour, June 1960, p.1) Appl. author: Norman, Craig & Kummel, Inc. © 22May60; KK156432.
Chanel becomes the woman you are; No.5. (In Mademoiselle, Aug. 1960) Appl. author: Norman, Craig & Kummel, Inc. © 29Jul60; KK156906.
Chanel becomes the woman you are; No.5. Perfume. [Seated woman] (In Glamour, Feb. 1960) Appl. author: Norman, Craig & Kummel, Inc. © 22Jan60; KK157354.
Chanel becomes the woman you are; No.5. Perfume. [Standing woman] (In Glamour, Mar. 1960) Appl. author: Norman, Craig & Kummel, Inc. © 22Feb60; KK157355.
Chanel has instant sell. The proof is in the profits, because every woman alive loves Chanel No.5. Talc & 3 other products. (In Beauty fashion, Feb. 1961, p.42-43) Appl. author: Norman, Craig & Kummel, Inc. © 10Feb61; KK158771.
Chanel pour papa; eau de cologne, Chanel Pour Monsieur. (In Seventeen, June 1960, p.8) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun60; KK156430.
Display Chanel and you'll sell Chanel. Every woman alive loves Chanel No.5. (In Beauty fashion, Jan. 1961, p.42-43) Appl. author: Norman, Craig & Kummel, Inc. © 10Jan61; KK158774.

CHANEL, INC.-Con.

Every woman alive loves Chanel No.5. (In Glamour/Charm, Mar. 1961) Appl. author: Norman, Craig & Kummel, Inc. © 22Feb61; KK158775.

Father's Day begins with Pour Monsieur, Chanel's cologne for after-shave. (In Beauty fashion, May 1960, p.46-47) Appl. author: Norman, Craig & Kummel, Inc. © 10May60; KK156573.

Going places; Chanel no.5 spray perfume. (In Beauty fashion, Mar. 1960, p.46-47) Appl. author: Norman, Craig & Kummel, Inc. © 10Mar60; KK157584.

Great stock tip. Every woman alive loves Chanel No.5. Eau de cologne No.5; spray cologne. (In Beauty fashion, July 1960, p.38-39) Appl. author: Norman, Craig & Kummel, Inc. © 10Jul60; KK156576.

The new Chanel Presentation Deluxe; No.5. Perfume; For-the-purse; convenient funnel. (In Beauty fashion, Oct. 1960, p.48-49) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct60; KK156901.

New, No.5 spray perfume. New, No.5 spray cologne. (In Beauty fashion, Sept. 1960, p.68-69) Appl. author: Norman, Craig & Kummel, Inc. NM: substantial additions. © 10Sep60; KK157965.

New, no.5 spray perfume; new, no.5 spray cologne. (In Harper's bazaar, Sept. 1960, p.14-15) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep60; KK158422.

No.5 spray cologne outsells itself. Every woman alive loves Chanel No.5. Spray perfume. (In Beauty fashion, Feb. 1960, p.46-47) Appl. author: Norman, Craig & Kummel, Inc. © 10Feb60; KK156582.

The votes are in and the winner by a landslide: Chanel No.5. (In Beauty fashion, Aug. 1960, p.46-47) Appl. author: Norman, Craig & Kummel, Inc. © 10Aug60; KK156583.

When daisies seem like orchids, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Aug. 1960, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug60; KK156909.

When getting there is only half the fun, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, June 1960, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun60; KK156431.

When good things come in small packages, you're ready for Chanel, the most treasured name in perfume; No.5. Spray. (In Seventeen, Dec. 1960, p.6) Appl. author: Norman, Craig & Kummel, Inc. © 1Dec60; KK156905.

When he calls long distance just to talk, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Mar. 1960, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar60; KK156434.

When nothing can spoil the picnic, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Apr. 1960) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr60; KK156433.

When Saturday night is the only-est night in the week, you're ready for Chanel; No.5. (In Seventeen, Jan. 1961, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Jan61; KK158773.

When you could have written the scene yourself, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, May 1960) Appl. author: Norman, Craig & Kummel, Inc. © 1May60; KK156428.

When you could pack for the moon in a minute or less, you're ready for Chanel; No.5. (In Seventeen, Feb. 1961, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Feb61; KK158772.

When you know he'll grin and wear it, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Nov. 1960, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov60; KK156910.

When you like being handled with care, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Sept. 1960, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep60; KK157007.

When you practice signing your name a brand new way, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, July 1960, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul60; KK156904.

When your feet have wings and your heart just sings, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Oct. 1960, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Oct60; KK156903.

CHARMS CO. ©

Assorted Charms hard candies. Net weight 8 oz. Appl. author: John DeRosa. © 26Apr61; KK158986.

Assorted Charms sour balls. Net weight 8 oz. Appl. author: John DeRosa. © 26Apr61; KK159764.

Spiced Charms gum drops. Net weight 1 lb. Appl. author: John DeRosa. © 26Apr61; KK159765.

CHEMEX CORP. ©

Coffeemaker; 2-gallon electric urn. Your Chemex coffee shop everywhere. (In Foreign service journal, Apr. 1961, p.10) Appl. author: Peter Schlumbohn. © 1Apr61; KK159189.

Newsletter no.18. By Peter Schlumbohm. © 10Mar61; KK157806.

Newsletter no.19. By Peter Schlumbohm. © 19Apr61; KK158490.

Newsletter no.20. By Peter Schlumbohm. © 27May61; KK159275.

Our 20th anniversary. By Peter Schlumbohm. © 28Mar61; KK158310.

Our 20th anniversary. 2 gal. Samovar & other products. By Peter Schlumbohm. © 10Mar61; KK157807.

2-gal samovar, an 11" x 17 1/2" masterpiece of glass with a 3/8" glass faucet. Prospectus. Chemex-bonded filterpaper & other products. By Peter Schlumbohm. © 25May61; KK159216.

2 gal. samovar. Prospectus. Chemex-Bonded filterpaper & other products. By Peter Schlumbohm. © 19Apr61; KK158489.

Vertikettle, a water kettle and tea maker for your kitchen, gas or electric; a drink mixer, pitcher, bottle cooler for the living room. Appl. author: Peter Schlumbohm. © 21Mar61; KK157638.

CHEMIST.

How to have a profitable home-operated business of your own. © J. Harold Oliver d.b.a. Chemist; 1Jan61; KK158859.

CHESEBROUGH-PONDS, INC. ©

Gives you the glow of a girl in love; Angel Touch by Pond's, new liquid makeup. (In Glamour, Oct. 1960) Appl. author: Norman, Craig & Kummel, Inc. © 22Sep60; KK157357.

If this isn't love, it must be Angel Touch by Pond's, new liquid makeup. Face powder. (In Mademoiselle, May 1960) Appl. author: Norman, Craig & Kummel, Inc. © 29Apr60; KK156574.

If this isn't love, it must be Angel Touch by Ponds, new liquid makeup. [Reclining woman holding phone] (In Glamour, Apr. 1960) Appl. author: Norman, Craig & Kummel, Inc. © 22Mar60; KK157356.

If this isn't love, it must be Angel Touch by Pond's, new liquid makeup. [Side of sofa] (In Glamour, Mar. 1960, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 22Feb60; KK157358.

Young hands have all the fun. They're so soft. Angel Skin, the young hand lotion by Pond's. (In Seventeen, Feb. 1961, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 1Feb61; KK158779.

CHICOPEE MANUFACTURING CORP. SEE Chicopee Mills, Inc.

CHICOPEE MILLS, INC.

Swan Soft fitted crib sheet. Style no.301-white/style no.302-pastels. (Swan Soft crib sheets) © Chicopee Manufacturing Corp. (in notice: Chicopee Mills, Inc.); 16Jan61 (in notice: 1960); KK157116.

Swan Soft gauze diapers. Style no.114. © Chicopee Manufacturing Corp. (in notice: Chicopee Mills, Inc.); 16Jan61 (in notice: 1960); KK157117.

Swan Soft pinked edge birdseye diapers. Style no.115. Twelve 21x40. © Chicopee Manufacturing Corp. (in notice: Chicopee Mills, Inc.); 16Jan61 (in notice: 1960); KK157119.

Swan Soft pre-folded birdseye diapers. Style no.122. Six. (Swan Soft pre-folded diapers) © Chicopee Manufacturing Corp. (in notice: Chicopee Mills, Inc.); 16Jan61 (in notice: 1960); KK157118.

Swan Soft pre-folded gauze diapers. Style no.160. Six. © Chicopee Manufacturing Corp. (in notice: Chicopee Mills, Inc.); 16Jan61 (in notice: 1960); KK157120.

CHIROPODY SUPPLY HEADQUARTERS, INC. ©

Spring bargain bulletin; don't miss these spring specials. Appl. author: William M. Scholl. © 25Apr61; KK158826.

CHORE-BOY MANUFACTURING CO. ©

Chore-Boy announces important new developments in milking and feeding. Roll-O-Measure & other equipment. (In Hoard's dairyman, Feb. 10, 1961, p.130) Appl. author: Don E. Golay. © 27Jan61; KK157649.

From udder to milk tank, Chore-Boy is the only pipeline milking system with all of the features for best and fastest milking. (In Hoard's dairyman, Apr. 10, 1961, p.338) Appl. author: Don E. Golay. © 29Mar61; KK158121.

New Chore-Boy Roll-O-Measure, the only practical means of determining individual milk production per cow, with pipeline milking and cleaning-in-place. (In Hoard's dairyman, Mar. 10, 1961, p.240) Appl. author: Don E. Golay. © 28Feb61; KK157455.

The truth about Herringbone milking systems. (In Hoard's dairyman, Jan. 10, 1961, p.19) Appl. author: Don E. Golay. © 10Jan61; KK156168.

CHRISTOFFER, DONALD F. ©

New brake line bleeder invention. © 1Jun61; KK159397.

CHROMIUM CORP. OF AMERICA. ©

Crodon, the chrome plate for plastics. Protect finishes, prevent impurities. © 5Jun61; KK159370.

CHUN KING CORP. ©

Jeno's pizza. Net weight 15 3/4 ozs. (Canned pizza) © 20Feb61; KK157334.

Subgum chop suey dinner; Cantonese style. Quick frozen. Net weight 11 oz. (Frozen subgum chop suey dinner) © 15Mar61; KK157715.

CHURCH & DWIGHT CO., INC. ©
Baking soda belongs in the home. (In What's new in home economics, Apr. 1961, p.11-14) © 20Mar61; KK159127.

CINCINNATI MILLING MACHINE CO. ©
Elektrojet electrical discharge machine.
Publication no.
M-2217. Model no.13-B-42. © 10Apr61; KK158206.
M-2218. Model no.12-B-41. © 10Apr61; KK158203.
M-2219. Model no.11-B-42. © 10Apr61; KK158207.
M-2220. Model no.11-B-21. © 10Apr61; KK158199.
M-2221. Model no.13-B-21. © 10Apr61; KK158201.
M-2222. Model no.14-A-21. © 10Apr61; KK158200.
M-2223. Model no.14-A-31. © 10Apr61; KK158204.
M-2224. Model no.14-A-41. © 10Apr61; KK158205.
M-2225. Model no.24-A-41. © 10Apr61; KK158208.
M-2226. Model no.21-B-41. © 10Apr61; KK158211.
M-2227. Model no.23-B-42. © 10Apr61; KK158202.
M-2228. Model no.24-A-31. © 10Apr61; KK158209.
M-2240. Model 22-B-42. © 10Apr61; KK158210.
Heavy duty vertical milling attachment. NM: additions. © 2Mar61; KK157609.

CIPCO CORP. ©
Lemurian crafts; mosaic-terrazzo architectural hardware. (In Hardware consultant magazine, Feb. 1961) © 1Feb61; KK156617.

CITY BAKING CO. ©
Rice's Swedish oat meal loaf. It's the bread under the spread that counts. Net wt. 1 lb. © 2Jun61; KK159429.

CITY NATIONAL BANK & TRUST CO. OF CHICAGO. ©
Your eyes and ears in Chicago. (In Illinois banker, Dec. 1960, p.17) Appl. author: George H. Hartman Co. © 1Dec60; KK155862.

CLAIROL, INC. ©
Big news from Clairol, the first and only self-penetrating gray hair color lasts a whole month; seems to shine even in the dark. Silk & Silver hair color lotion. (In American hairdresser, Apr. 1961, p.19-22) Appl. author: Foote, Cone & Belding. © 20Mar61; KK158438.

Does she, or doesn't she? Are mothers getting younger or do they just look that way? Miss Clairol Hair Color Bath. [Nursery scene] (In Ebony, Dec. 1960, p.129) Appl. author: Foote, Cone & Belding. © 17Dec60; KK156287.

Does she, or doesn't she? It's no secret, Miss Clairol loves Garry. (In Friars testimonial dinner in honor of Garry Moore brochure, Apr. 23, 1961) Appl. author: Foote, Cone & Belding. © 23Apr61; KK158435.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Infant & mother lying on grass] Appl. author: Foote, Cone & Belding. © 28Oct60; KK156859.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Kitten between little boy & woman] Appl. author: Foote, Cone & Belding. © 14Oct60; KK156274.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little girl & woman smelling daffodil] Appl. author: Foote, Cone & Belding. © 9Sep60; KK156273.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Mother & son making paper boat] (In Ebony, Apr. 1961, p.119) Appl. author: Foote, Cone & Belding. © 18Mar61; KK157815.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [One eye of little girl peeping over shoulder of woman] Appl. author: Foote, Cone & Belding. © 12Oct60; KK156271.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [St. Marie & freckled boy] Appl. author: Foote, Cone & Belding. © 26Oct60; KK156270.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Sleeping boy against shoulder of woman] Appl. author: Foote, Cone & Belding. © 27Sep60; KK156272.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & little girl in swimming pool] Appl. author: Foote, Cone & Belding. © 1Nov60; KK156269.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & little girl on sleigh] (In N. Y. Subway Advertising Co.) Appl. author: Foote, Cone & Belding. © 26Jan61; KK156969.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & sleeping boy on beach] Appl. author: Foote, Cone & Belding. © 19Sep60; KK156268.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman leaning over baby in bassinet] Appl. author: Foote, Cone & Belding. © 15Mar61; KK157813.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman reading to little girl] (In Life, Feb. 10, 1961, p.100) Appl. author: Foote, Cone & Belding. © 8Feb61; KK156972.

Does she, or doesn't she? Miss Clairol hair color bath. [Woman with child behind on sleigh] (In McCall's, Jan. 1961, p.3 of cover) Appl. author: Foote, Cone & Belding. © 24Dec60; KK156382.

Does she, or doesn't she? Now in Ebony. Miss Clairol Hair Color Bath. [Nursery scene] (In Beauty salon, Dec. 1960, p.4 of cover) Appl. author: Foote, Cone & Belding. © 15Dec60; KK156283.

How to choose the perfect tint formula automatically, by Dorothy Bass. Miss Clairol hair color bath color dial. (In American hairdresser, Jan. 1961, p.5-6) Appl. author: Foote, Cone & Belding. © 20Dec60; KK156378.

How to develop special skills in bleaching and toning, by Martin St. Denis of the Martin St. Denis Beauty Salons. (In American hairdresser, Mar. 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 20Feb61; KK157811.

How to get lively, even reds on problem hair, by Mr. Jay Levy. (In American hairdresser, Feb. 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 20Jan61; KK156813.

How to get rid of gray in darkest hair without tinting, by Styles C. Adamson. Loving Care. (In American hairdresser, Apr. 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 20Mar61; KK158440.

How to give silvery glamour to gray hair with a new once-a-month luxury treatment, by Nino Genna. Silk & Silver. (In American hairdresser, May 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 20Apr61; KK158740.

How to make luxury treatments out of regular tint and bleach jobs. Pure white creme developer. (In Beauty trade magazine, Apr. 1961, p.24-25) Appl. author: Foote, Cone & Belding. © 10Apr61; KK158742.

How to tint for lovely drab shades, without unwanted reds, by Mr. Philip R. Edelmayer. Miss Clairol Hair Color Bath & other products. (In American hairdresser, June 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 20May61; KK159247.

If I've only one life, let me live it as a blond; new Ultra-Blue Lady Clairol hair lightener. (Does she) Appl. author: Foote, Cone & Belding. © 15Nov60; KK156267.

If I've only one life, let me live it as a Clairol blonde; Ultra-Blue Lady Clairol Cremogenized hair lightener. Appl. author: Foote, Cone & Belding. © 23Aug60; KK156524.

In our classes, we find the new Clairol films and haircoloring book the most helpful training aids produced by any beauty firm, says Mr. Ivan C. Dunlap. Endorsed by Louise A. Cotter. (In National beauty school journal and beauty school management, May 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1May61; KK158739.

In our clinic, when students have their choice, they prefer to work with Clairol for its uniformity, ease and beautiful results, says Miss Theresa Elmo. Endorsed by Gloria Santamauro. (In National beauty school journal and beauty school management, Mar. 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Mar61; KK157812.

An internationally famous hairdresser tells why you should use a special shampoo if you color or lighten your hair. Enrico Caruso. (In Cleveland plain dealer, pictorial magazine, Sept. 11, 1960, p.4) Appl. author: Foote, Cone & Belding. © 11Sep60; KK156386.

Is it true blondes have more fun? New Ultra-Blue Lady Clairol creme hair lightener. [Girl touching scarf around man's neck] (In Modern romances, Jan. 1961, p.3 of cover) Appl. author: Foote, Cone & Belding. © 5Dec60; KK156379.

Is it true blondes have more fun? Ultra-Blue Lady Clairol Cremogenized hair lightener; Instant Whip Lady Clairol creme hair lightener. [Girl holding ice skate] (In True confessions, Mar. 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 2Feb61; KK156814.

Leading beauty schools agree: where results count, you can count on Clairol. Endorsed by Theresa Elmo & 2 others. (In National beauty school journal and beauty school management, Apr. 1961, p.2) Appl. author: Foote, Cone & Belding. © 1Apr61; KK158436.

My hair's gray, now, I love it that way. Happy anniversary. Come Alive Gray. (In Ladies' home journal, Nov. 1960, p.111) Appl. author: Foote, Cone & Belding. © 27Oct60; KK156372.

Our students are sold on Clairol haircoloring. Beauty salon endorsement, by Bion E. Smith & Nicholas J. Costa. (In National beauty school journal and beauty school management, Jan. 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Jan61; KK156384.

Seems to shine even in the dark. Silk & Silver hair color lotion. Head of woman. (In The Cincinnati pictorial enquirer, Apr. 30, 1961, p.19) Appl. author: Foote, Cone & Belding. © 30Apr61; KK159253.

CLAIROL, INC.-Con.

Stop right now and forget everything you ever knew about becoming a blonde. Clairol Creme Toner. (In Vogue, Nov. 1, 1960, p.77-79) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov60; KK156530.

Vitapointe presents the vital look in hair fashion, very American '61. (In American hairdresser, Apr. 1961, p.63-64) Appl. author: Foote, Cone & Belding. © 20Mar61; KK158437.

Vitapointe presents the vital look in hairstyles for 1961. © 15Feb61; KK158163.

Vocation with play. Free Clairol haircoloring course plus special rates on vacation fun. (In American hairdresser, May 1961, p.32-33) Appl. author: Foote, Cone & Belding. © 20Apr61; KK159246.

CLARK GRAVE VAULT CO. ©

Would you know what to do? (In Ladies' home journal, Mar. 1961, p.138) Appl. author: Ranald S. West. © 28Feb61; KK157212.

CLAY, AMBROSE W. J. ©

Dater; how to use it. The Dater is a system of counting days, months, and years. © 30Mar61; KK158317.

CLEAR BEAM ANTENNA CORP. ©

Finest quality indoor TV antenna. P-101. © 15Aug60; KK156709.

CLEARASIL DIVISION, RICHARDSON-MERRELL, INC. SEE Richardson-Merrell, Inc. Clearasil Division.

CLEVELAND COCA-COLA BOTTLING CO. ©

Coca-Cola presents the history of bowling, 22. (In The Cleveland kegler and sports review, Dec. 28, 1960, p.5) Appl. author: Charles M. Schloss. © 28Dec60; KK156068.

Coca-Cola presents the history of bowling, 23. (In The Cleveland kegler, Jan. 10, 1961, p.5) Appl. author: Charles M. Schloss. © 10Jan61; KK156175.

Coca-Cola presents the history of bowling, 24. (In The Cleveland Kegler and sports review, Jan. 24, 1961, p.5) Appl. author: Charles M. Schloss. © 24Jan61; KK156462.

Coca-Cola presents the history of bowling, 25. (In The Cleveland kegler and sports review, Feb. 7, 1961, p.5) Appl. author: Charles M. Schloss. © 7Feb61; KK156726.

Coca-Cola presents the history of bowling, 26. (In The Cleveland kegler and sports review, Feb. 21, 1961, p.5) Appl. author: Charles M. Schloss. © 21Feb61; KK157022.

Coca-Cola presents the history of bowling, 27. (In The Cleveland kegler and sports review, Mar. 7, 1961, p.5) Appl. author: Charles M. Schloss. © 7Mar61; KK157352.

Coca-Cola presents the history of bowling, 28. (In The Cleveland kegler and sports review, Mar. 21, 1961, p.5) Appl. author: Charles M. Schloss. © 21Mar61; KK157669.

Coca-Cola presents the history of bowling, 29. (In The Cleveland kegler and sports review, Apr. 4, 1961, p.5) Appl. author: Charles M. Schloss. © 4Apr61; KK158156.

Coca-Cola presents the history of bowling, 30. (In The Cleveland kegler and sports review, Apr. 18, 1961, p.5) Appl. author: Charles M. Schloss. © 18Apr61; KK158360.

Coca-Cola presents the history of bowling, 31. (In The Cleveland kegler and sports review, May 2, 1961, p.5) Appl. author: Charles M. Schloss. © 2May61; KK158662.

Coca-Cola presents the history of bowling, 32. (In The Cleveland kegler and sports review, May 16, 1961, p.5) Appl. author: Charles M. Schloss. © 16May61; KK159223.

CLEVELAND TWIST DRILL CO. ©

Cle-Forge high speed drills. Appl. author: W. Emerson Wenger. © 6Mar61; KK157229.

End mills cut faster, clear chips better with a minimum of wear. Appl. author: W. Emerson Wenger. © 6Mar61; KK157231.

Reamers are designed for accuracy, efficiency, long tool life. Appl. author: W. Emerson Wenger. © 6Mar61; KK157228.

You get peak performance only with quality tools. (In Mill & factory, Mar. 1961, p.146) Appl. author: W. Emerson Wenger. © 6Mar61; KK157967.

CLEVELAND TWIST DRILL CO. BAY STATE TAP & DIE CO. SEE Bay State Tap & Die Co.

CLIMALENE CO. ©

New bubble action Bowlene. Appl. author: Mack H. Sauer. NM: revisions & additions. © 21Mar61; KK159105.

Softo, use with detergent for whiter washes. Net wt. 3 lbs. 6 oz. Appl. author: Mack H. Sauer. NM: revision & additions. © 1May61; KK158790.

CLOPAY CORP. ©

You make more money when you display Clopay plastic duplex window shades. (In Chain store age, Jan. 1959, p.164) Appl. author: Fairfax, Inc. © 2Jan59; KK156447.

CLOROBEN. SEE Cloroben Chemical Corp.

CLOROBEN CHEMICAL CORP. ©

Cloroben, the all-in-one waste system chemical. One U. S. gallon. Appl. author: Milton B. Jacobs. NM: "amendment of directions & uses." © 1Nov60; KK156858.

CLOROX CO. ©

Another Clorox plus. New Clorox plastic king size. Bleach. (In The Cincinnati post, Apr. 27, 1961, p.36) Appl. author: Honig-Cooper & Harrington. © 27Apr61; KK159321.

Clorox spring spruce-up twins; buy 2 bottles of Clorox, get 2 beauty bargains. Bleach. (In The Dallas times herald, Apr. 6, 1961, p.6E) Appl. author: Honig-Cooper & Harrington. © 6Apr61; KK158819.

Clorox spring spruce-up twins; buy 2 bottles of Clorox, get 2 glamour gifts. At the same time discover how handy and helpful it is to have ... plastic safety bottles. Bleach. (In The Phoenix gazette, Apr. 13, 1961, p.44) Appl. author: Honig-Cooper & Harrington. © 13Apr61; KK158817.

Clorox spring spruce-up twins; buy 2 bottles of Clorox, get 2 glamour gifts. At the same time discover how handy it is to have two bottles of Clorox. Bleach. (In San Francisco examiner, Apr. 12, 1961, section 2, p.27) Appl. author: Honig-Cooper & Harrington. © 12Apr61; KK158818.

Exclusive with Clorox. Patented design, plastic safety bottles. [1 bottle of Clorox bleach] (In The Phoenix gazette, Dec. 1, 1960, p.50) Appl. author: Honig-Cooper & Harrington. © 1Dec60; KK157712.

Exclusive with Clorox. Patented design, plastic safety bottles. [3 bottles of Clorox bleach] (In The Phoenix gazette, Jan. 5, 1961, p.44) Appl. author: Honig-Cooper & Harrington. © 5Jan61 (in notice: 1960); KK157713.

Free 50-State U. S. map from Clorox. (In Oakland tribune, Oct. 12, 1960, p.39) Appl. author: Honig-Cooper & Harrington. © 12Oct60; KK156692.

Get this free garden trowel from Clorox. This handy steel trowel is attached to special Clorox gallons at your dealer's now. Bleach. (In Chicago daily tribune, Apr. 28, 1961, p.11, pt.3) Appl. author: Honig-Cooper & Harrington. © 28Apr61; KK159322.

Get this set of three garden tools from Clorox: trowel, fork and weeder. Bleach. (In St. Petersburg times, Apr. 20, 1961, p.4-E) Appl. author: Honig-Cooper & Harrington. © 20Apr61; KK159320.

It's new. It's plastic. Clorox king size. Bleach. (In Columbus evening dispatch, Apr. 20, 1961, p.13B) Appl. author: Honig-Cooper & Harrington. © 20Apr61; KK159319.

New Clorox plastic, king size. More bleach, less weight, another Clorox plus. (In The Post & times-star, Cincinnati, Mar. 30, 1961, p.24) Appl. author: Honig-Cooper & Harrington. © 30Mar61; KK158216.

New from Clorox, bottles with bounce; a Clorox exclusive, plastic safety bottles. Bleach. (In The San Diego union, Nov. 17, 1960, p.a42) Appl. author: Honig-Cooper & Harrington. © 17Nov60; KK156786.

New from Clorox, bottles with bounce, modern as the bleach inside. (In The Hartford times, Feb. 23, 1961, p.40) Appl. author: Honig-Cooper & Harrington. © 23Feb61; KK158215.

New from Clorox; patented design, plastic safety bottles. (In The Hartford times, Mar. 9, 1961, p.19) Appl. author: Honig-Cooper & Harrington. © 9Mar61 (in notice: 1960); KK158214.

New from Clorox, plastic safety bottles. (In Columbus evening dispatch, Apr. 6, 1961, p.9B) Appl. author: Honig-Cooper & Harrington. © 6Apr61; KK159526.

Prove it your next wash, today's Clorox gets out dirt that suds leave in. Bleach. (In The Phoenix gazette, Feb. 23, 1961, p.49) Appl. author: Honig-Cooper & Harrington. © 23Feb61; KK158816.

Prove it your next wash, today's Clorox gets out dirt that suds leave in. (In The San Diego union, Mar. 16, 1961, p.b6) Appl. author: Honig-Cooper & Harrington. © 16Mar61; KK158217.

Spring house cleaning special, save 8¢ on Clorox. Bleach. (In St. Louis post-dispatch, Apr. 13, 1961, p.4H) Appl. author: Honig-Cooper & Harrington. © 13Apr61; KK158815.

Why Clorox gets your wash cleaner than dry bleach. (In Syracuse herald-journal, Nov. 16, 1960, p.26) Appl. author: Honig-Cooper & Harrington. © 16Nov60; KK156787.

Why scrub collars? Just add Clorox to your suds and let your washer do the work. Bleach. (In Phoenix gazette, May 18, 1961, p.42) Appl. author: Honig-Cooper & Harrington. © 18May61; KK159323.

CLYDE-NORMAN CO. ©

Acid-Tester; find these acidnicks before damage. The Acid-Tester will assist you in detecting the presence of acid in refrigeration systems. Appl. author: Eddy James Miller. NM: revisions & additions © 8Apr61; KK158123.

COBRA METAL HOSE DIVISION, DK MANUFACTURING CO. SEE DK Manufacturing Co. Cobra Metal Hose Division.

COCA-COLA CO. ©

Big refreshment value. Boy Scout. Appl. author: McCann-Erickson, Inc. © 1Jun61; KK159673.

Big refreshment value. Garden girl. Appl. author: McCann-Erickson, Inc. © 1May61; KK158767.

Big refreshment value; king size Coke. Girl with bottle & pencil. Appl. author: McCann-Erickson, Inc. © 2Jan61 (in notice: 1960); KK156464.

Big refreshment value. Sandwiches & Coke. Appl. author: McCann-Erickson, Inc. © 1Apr61; KK158768.

King size Coke, big with pretzels. Appl. author: McCann-Erickson, Inc. © 1Feb61; KK157564.

The Nelsons say, enjoy that refreshing new feeling. Appl. author: McCann-Erickson, Inc. © 1Apr61; KK158769.

Refreshing new feeling. Coke & food. Appl. author: McCann-Erickson, Inc. © 1Mar61; KK157565.

Refreshing new feeling. Skin divers. Appl. author: McCann-Erickson, Inc. © 1May61; KK158766.

Refreshing new feeling. Valentine couple. Appl. author: McCann-Erickson, Inc. © 1Feb61; KK157563.

Refreshing new value. Graduation. Appl. author: McCann-Erickson, Inc. © 1Jun61; KK159674.

Zing, refreshing new feeling. Ice skater. Appl. author: McCann-Erickson, Inc. © 2Jan61 (in notice: 1960); KK156463.

COCHRAN (JACQUELINE) INC. ©

Velvetize, there's a dramatic new idea in skin care. Flowing Velvet. (In New York daily news, May 16, 1961, p.42) Appl. author: Kastor Kilton Chesley Clifford & Atherton, Inc. © 16Mar61; KK158965.

COFFEE-ETTE FOOD SUPPLY CO. ©

Welcome. Enjoy instant 100% pure coffee. Net wt. 2.2 grams. © 19May61; KK159525.

COLE OF CALIFORNIA, INC. ©

First one in is a gypsy. (In McCall's, May 1961, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 20Apr61; KK159022.

Go slowly from this page onward. Mad Money bikini & 9 other swim suits. (In Women's wear daily, Jan. 4, 1961, section 1, p.21-29) Appl. author: Doyle Dane Bernbach, Inc. © 4Jan61; KK156955.

6 runaways. Swim wear. Style no.7078 and 5 other styles. (In Women's wear daily, Apr. 26, 1961, section 2, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 26Apr61; KK159642.

Six socko suits doing big beach biz in 1st resort reorder reports. (In Women's wear daily, Jan. 4, 1961, section 2, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 4Jan61; KK156830.

The triumphs of young Cole. (In Women's wear daily, Jan. 25, 1961, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 25Jan61; KK156807.

The triumphs of young Cole. (In Women's wear daily, Feb. 15, 1961, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 15Feb61; KK157397.

What's the gleam in summer's eye? Swim wear. Sunstroke and 2 other styles. (In Vogue, May 1961, p.91) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr61; KK159643.

COLGATE-PALMOLIVE CO. ©

Nature created 3 types of skin ... Colgate created Choice, a new beauty soap in 3 formulas; considers your skin type as it cleanses. (In Knickerbocker news, Albany, May 4, 1961) Appl. author: Ted Bates & Co., Inc. © 4May61; KK159059.

COLIN HALL CLOTHES, LTD. ©

Instant fashion, mohair in-stock service 1961; Petrocelli clothes. Appl. author: Will Kaplan Advertising. © 15Mar61; KK157905.

COLUMBIA PICTURES CORP. ©

Easy on, easy off Pepe flannel board play. 6027. 3 to 10 years. Large arena background board and 30 flannel-backed pushouts. Authorized ed. Appl. author: Saalfield Pub. Co. © 13Mar61; KK158509.

Pepe preschool picture puzzles. 7477. Authorized ed. Appl. author: Saalfield Pub. Co. © 3Apr61; KK158510.

COLUMBIA WAX CO. ©

Concentrate HetraPhene; non-irritating antibacterial surgical soap. © 21Apr61; KK158665.

HetraCide concentrate; germicide for hospital disinfection. © 21Apr61; KK159185.

HetraCol concentrate detergent germicide for hospital use on floors, walls, equipment, glassware. © 21Apr61; KK159775.

HetraDex concentrate germicidal floor stripper for removing wax, polish and other treatment materials from all types of floors. © 21Apr61; KK159492.

HetraPhyl concentrate detergent germicide for hospital use on floors, walls, equipment. © 21Apr61; KK159211.

COLUMBUS AUTO PARTS CO.

See the big ones with a Capco waterglass. © Capco, accepted alternative designation of the Columbus Auto Parts Co.; 25Sep60; KK156044.

COMEAU, OTIS. SEE Blocko Industries.

COMMONWEALTH EDISON CO.

The flameless electric kitchen; her kitchen will stay clean as new twice as long with a flameless electric range. (In Chicago Sunday tribune magazine, Jan. 15, 1961, p.44) © Commonwealth Edison Co. a.k.a. Commonwealth Edison - Public Service Co.; 15Jan61; KK157350.

Little Bill says: Electricity does more today, you know, than it did many long years ago. (In Chicago daily tribune, Feb. 14, 1961, pt.2, p.6) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 14Feb61; KK157750.

Now if effect, another rate reduction on electric heating. (In Chicago daily news, Dec. 10, 1960, p.16) © Commonwealth Edison Co. a.k.a. Commonwealth Edison - Public Service Co.; 10Dec60; KK155990.

COMMONWEALTH EDISON - PUBLIC SERVICE CO. SEE Commonwealth Edison Co.

COMSTOCK FOODS, INC. ©

Lemon pie-filling. Net weight 1 lb. 7 oz. © 25Nov60; KK158132.

Pineapple-coconut pie-filling. Net weight 1 lb. 6 oz. © 20Jan61; KK158131.

Spiced apple rings in heavy syrup. Net weight 14 1/2 oz. © 1Mar61; KK158133.

CONFIDANT RESTORATIONS. ©

To the 23,153 bald men in Bridgeport. At the first sign of receding hair get a Confidant natural-hairline restoration. (In Bridgeport Sunday post, Apr. 2, 1961, p.15) Appl. author: Paterson & Simonson, Inc. © 2Apr61; KK159097.

CONGOLEUM-NAIRN, INC. ©

Don't be checkmated, make the right move. Loomweve Rugs & Carpets. (In Home furnishings daily, Jan. 6, 1961, p.22-23) © 6Jan61; KK156659.

I won't need the town car, I'd rather walk on my Loomweve carpet. (In House beautiful) © 20Oct60; KK157480.

In for larger profits. Loomweve rugs and carpets. (In Western floors, Jan. 1961, p.35) © 10Jan61; KK159497.

No matter which way you turn. Loomweve Rugs & Carpets. (In Home furnishings daily, Dec. 15, 1960, p.19) © 15Dec60; KK156657.

Profit bound binder. Windspun by Loomweve, rugs and carpets. (In Floor covering weekly, Dec. 12, 1960, p.7) © 12Dec60; KK156070.

Reversible rugs reflect profits. Loomweve Rugs & Carpets. (In Home furnishings daily, Dec. 5, 1960, p.31) © 5Dec60; KK156658.

Tufted leadership; business builds with Loomweve. Rugs & carpet. (In Floor covering weekly) © 13Mar61; KK157637.

Tufted leadership, it's a bullish market for Loomweve. Loomweve Rugs & Carpets. (In Floor covering weekly) © 3Apr61; KK158127.

Tufted leadership, Loomweve is a star attraction. Loomweve Rugs & Carpets. (In Floor covering weekly, Feb. 20, 1961, p.15) © 20Feb61; KK157688.

Tufted leadership. Loomweve Rugs & Carpets. (In Home furnishings daily, Jan. 23, 1961, p.27) © 23Jan61; KK156656.

Tufted leadership, you can bank on Loomweve. Loomweve Rugs & Carpets. (In Home furnishings daily, Feb. 27, 1961, section 2, p.27) © 27Feb61; KK157689.

We're letting more than the cat out. Loomweve Rugs & Carpets. (In Home furnishings daily, Jan. 16, 1961, p.68-69) © 16Jan61; KK156655.

CONN CORP. ©

Bright 50M sound. Appl. author: Juhl Advertising Agency. © 18Jan61; KK158297.

Bright 50M sound. Stay on the bright side. For years, band directors and big band professionals have asked for a bright tone in saxophones. (Form 273CO-100M) © 1Mar61; KK158341.

CONNECTICUT PENCIL CO. ©

Ace Top card scoring all-lead pencils. No.140. Appl. author: V. J. Wall, Sec'y.-Treas. © 15Jan61; KK158851.

All-lead dial pencil for telephone. No.180. Appl. author: V. J. Wall, Sec'y.-Treas. © 15Jan61; KK158850.

All-purpose all-lead pencil. No.166. Appl. author: V. J. Wall, Sec'y.-Treas. NM: additions. © 23Feb61; KK158852.

Style-Rite all-lead pencils. No.122. Appl. author: V. J. Wall, Sec'y.-Treas. NM: additions. © 3Feb61; KK158849.

CONSOLIDATED FOODS CORP. ©

Cardinal Food Stores vanilla ice cream. One half gallon. Appl. author: Robert A. Morris, President, Ferguson-Lander Box Co. © 21Mar61; KK159301.

CONTINENTAL BAKING CO., INC. ©

Alfred Hartman, Wonder bread salesman, took this pledge: I promise to keep the Wonder bread in your grocery store wonder-fully fresh. (In Journal, Milwaukee, Oct. 18, 1960) Appl. author: Ted Bates & Co., Inc. © 18Oct60; KK156195.

Announcing the successor to twist bread. Wonder country style bread is soft-rolled. (In The Indianapolis news, Nov. 10, 1960, p.16) Appl. author: Ted Bates & Co., Inc. © 10Nov60; KK156196.

Baked for real bread lovers, Daffodil Farm bread. (In Sunday news, New York, Sept. 18, 1960, p.17) Appl. author: Ted Bates & Co., Inc. © 18Sep60; KK156398.

Better on the outside, golden-brown, tender, flaky crust; Wonder brown 'n serve rolls. (In Valley dispatch, Warwick, N. Y., Nov. 16, 1960) Appl. author: Ted Bates & Co., Inc. © 16Nov60; KK156199.

Hostess English muffins come to you fork-split. (In Times, Hartford, Oct. 27, 1960) Appl. author: Ted Bates & Co., Inc. © 27Oct60; KK156399.

New way to buy Wonder buns. (In News herald, Le Sueur, Minn., May 25, 1960) Appl. author: Ted Bates & Co., Inc. © 25May60; KK156193.

New way to buy Wonder rolls. (In Times, Raleigh, N. C., May 26, 1960) Appl. author: Ted Bates & Co., Inc. © 26May60; KK156194.

CONTINENTAL CHEMICAL CORP. ©

Silver Spray 6 minute car wash. Appl. author: Carl C. Wilm. © 9Dec60; KK157382.

CONTINENTAL OIL CO. ©

Hottest brand going, Conoco. (In The Talon, Dec. 1960, p.18) Appl. author: Benton & Bowles, Inc. © 1Dec60; KK157468.

Put a free turkey on your Thanksgiving table. Conoco. (In Montana standard, Nov. 15, 1960, p.9) Appl. author: Benton & Bowles, Inc. © 15Nov60; KK157467.

Win a new 1961 Ford Falcon. Conoco. (In Montana standard, Nov. 1, 1960, p.7) Appl. author: Benton & Bowles, Inc. © 1Nov60; KK157473.

CONVEYOR DIVISION, AMERICAN MONORAIL CO. SEE American Monorail Co. Conveyor Division.

COOK ENTERPRISES, INC. ©

It's par for any course, Cook Comet, self-propelled electric golf caddy. Appl. author: R. J. Burke Advertising, Inc. © 25Feb61; KK157855.

Tired of luggin'? Take it easy. Comet self-propelled electric golf caddy. (In Professional golfer, Apr. 1961, p.6) Appl. author: R. J. Burke Advertising, Inc. © 1Apr61; KK158588.

COOKE, BETTY TRAVIS.

Chicken-a-go. Pan-fried flavor. © Betty Travis Cooke & James Travis; 14Nov60; KK156027.

COPAKEN, RICHARD DANIEL. SEE Avant Gardes.

CORNELI SEED CO. ©

Grow in sales, grow in profits, with the man on the grow. The Corneli Seed Company proudly announces a new dynamic advertising-merchandising campaign. © 15Dec60; KK157703.

He knows his beans, the man on the grow, you'll meet him soon. © 1Dec60; KK157702.

Hotter than pepper, the man on the grow. © 25Nov60; KK157701.

You'll grin from ear to ear when you meet the man on the grow. © 17Nov60; KK157700.

CORONADO FOOD CO. ©

Hajie Baba, Armenian style meat pie, La Ma Joon. 2 full pies. Net wt. 8 ozs. Appl. author: Ben Mayer. © 5Jun61; KK159602.

COSMETIQUES BIOTHERM. ©

Beauty from the living waters of the earth. Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 9Mar61; KK157797.

One holds a beauty secret 2000 years old. Which? (In Harper's bazaar, Jan. 1961, p.140-141) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 1Jan61; KK156310.

COTTON FIBER PAPER MANUFACTURERS. ©

Better cotton fiber papers. Two guides to better paper buying. (In Advertising requirements, Sept. 1959, p.115) Appl. author: J. M. Mathes, Inc. © 20Aug59; KK157134.

COULTER, DORIS M.

How to carve A. SEE Crowe, Amanda M.

CRANE & CO., INC. ©

Honor on Crane's; accept this award, Sister Theresa, on behalf of your mission school ... Cordially, Thornton D. Hamilton. White bond paper, senate size. (In The New Yorker, Dec. 3, 1960, p.129) © 1Dec60; KK156149.

CRAWLEY (JOHN L.) & CO., INC. ©

Fascinating, inspiring true stories: Lives of saints, one of the greatest books of our times. (In Our Sunday visitor, Jan. 15, 1961, p.16) Appl. author: Bernadette Sullivan. NM: additions. © 15Jan61 (in notice: 1960); KK157144.

Lives of saints. (In The Tidings, Mar. 24, 1961) Appl. author: Bernadette Sullivan. © 24Mar61; KK158306.

The Way of the Cross. (In Our Sunday visitor, Feb. 12, 1961, p.16) Appl. author: Bernadette Sullivan. NM: revisions. © 12Feb61; KK156876.

CREOLE DELICACIES CO., INC. ©

Delicious holiday foods from New Orleans. Appl. author: Jennie S. LeBlanc. © 15Oct60; KK159092.

CRESCENT SPORTSWEAR, INC. ©

The original Heart-Throb jacket. © 1Mar61; KK157880.

The original heart-throb jacket. © 9Mar61; KK157704.

CRESTLINE DIVISION, CAL-DAK CO. SEE Cal-Dak Co. Crestline Division.

CRISWELL BAKING CO., INC. ©

Oven Queen industrial birthday cake. Oven Queen Bakeries. Net wt. 13 oz. © 12Jan61; KK156203.

CRITERION RECORDS. ©

Tamure, tamure. The Punaauia Serenaders. TT-1900. Cover photo: Gaston Guilbert. © 2Dec60; KK157727.

We sing the mass. (Hi-Fi, CR-700) Appl. author: Joseph Rottura. © 31Oct60; KK156828.

CROCKER-ANGLO NATIONAL BANK, SAN FRANCISCO.

A bank can't build a farm, but it can sure help. (In The Bakersfield Californian, Apr. 24, 1961, p.40) Appl. author: J. Walter Thompson Co. © Crocker-Anglo National Bank; 24Apr61; KK158836.

Crocker-Anglo Bank announces instant interest. (In San Francisco examiner, Mar. 23, 1961, p.17) Appl. author: J. Walter Thompson Co. © Crocker-Anglo National Bank; 23Mar61; KK158026.

A Crocker-Anglo checking account means more time for hobbies. (In San Francisco news-call bulletin, Oct. 24, 1960, p.4) Appl. author: J. Walter Thompson Co. © Crocker-Anglo National Bank; 24Oct60; KK156218.

Here's how we manage four vacations every month. (In Oakland tribune, Mar. 27, 1961, p.30) Appl. author: J. Walter Thompson Co. © Crocker-Anglo National Bank; 27Mar61; KK158065.

Their very own home away from home, you can have one, too. Signed: Kingman. (In Oakland tribune, Feb. 27, 1961, p.34) Appl. author: J. Walter Thompson Co. © Crocker-Anglo National Bank; 27Feb61; KK157444.

You'd love to see Europe our way. (In San Francisco news-call bulletin, Apr. 24, 1961, p.2) Appl. author: J. Walter Thompson Co. © Crocker-Anglo National Bank; 24Apr61; KK158837.

CROISANT, ELMER E. ©

Always use your Tru-Trip map klip to aid you in driving safely and surely by ... pin-pointing your location on your map. © 20May61; KK159462.

Enclosed is a complimentary Tru-Trip map klip. © 20May61; KK159464.

Tourists, motorists, rallyists ... all on time, on course, of course, so simple with Tru-Trip map klip. © 20May61; KK159463.

Tru-Trip map klip. © 24May61; KK159465.

CROSS-OUT ADVERTISING CO., INC. ©

Anti-frost, both Speedway 79 gasolines contain anti-frost to protect your car against old man winter. Play Cross-Out game no.12. (In The Detroit news TV magazine) NM: changes in pictorial & textual matter. © 3Dec60; KK156851.

Come in for your free card. Acme Nu-Way Markets. Here's your 1st Cross-Out game. (In Buffalo evening news, Jan. 5, 1961, p.15) NM: changes & additions. © 5Jan61; KK156852.

Game no.2. Exciting new picture game with prizes totaling $100,000.00. Speedway 79. (In The Detroit news TV magazine) NM: changes in pictorial & textual matter. © 24Sep60; KK156849.

Play Acme Nu-Way Cross-Out for cash. Game no.1. NM: changes & additions. © 2Jan61; KK156899.

Play Cross-Out on the following pages. Then, stop at your Speedway 79 station and check out your car for winter with winter driving protection. Now, play game no.4. (In The Detroit news TV magazine) NM: changes in pictorial & textual matter. © 8Oct60; KK156850.

Play Safeway Cross-Out for cash. Play this card against game no.4 only. NM: changes & additions. © 9Jan61; KK156821.

CROSSROADS OF AMERICA GROUP. ©

Rapid discount computor. © 9Jan61 (in notice: 1960); KK158854.

CROTON WATCH CO. ©

Gift for all the girls you are, Colorama VI. (In Seventeen, May 1961, p.2) Appl. author: L. C. Gumbinner Advertising Agency. © 1May61; KK158673.

Gift for the six women in your wife, Colorama VI. (In New Yorker, Apr. 29, 1961, p.69) Appl. author: L. C. Gumbinner Advertising Agency. © 27Apr61; KK158675.

Haul in customers you never even saw before with Croton's summer waterproof watch offer. (In Jewelers' circular-keystone, May 1961, p.28-30) Appl. author: L. C. Gumbinner Advertising Agency. © 1May61; KK159172.

It's a Croton, it has incabloc, it costs you just $9.95. Who else but Croton gives you such quality. (In Jewelers' circular-keystone, May 1961, p.10-11) Appl. author: L. C. Gumbinner Advertising Agency. © 1May61; KK159173.

The one watch that tells time and depth, Croton Depthomatic with the red line of safety for skindivers. (In Skin diver, Apr. 1961, p.41) Appl. author: L. C. Gumbinner Advertising Agency. © 25Mar61; KK158107.

Who else but Croton gives you quality self-winds with all these features-to sell at $39.95. Tempest; Temptress. (In Jewelers' circular-keystone, Apr. 1961, p.24-26) Appl. author: L. C. Gumbinner Advertising Agency. © 1Apr61; KK158331.

Women are going crazy about the greatest fashion watch of the decade. Colorama VI. (In Jewelers' circular-keystone, Mar. 1961, p.47) Appl. author: L. C. Gumbinner Advertising Agency. © 1Mar61; KK157664.

CROWE, AMANDA M.

How to carve A. Crowe designs. © Amanda M. Crowe & Doris M. Coulter; 29Feb60; KK157475.

CROWN ZELLERBACH CORP. ©

Available now, level/smooth Surfa gloss. © 1Feb61; KK159123.

Brussels sprouts; no.1146 stock vignette. Glosseal. © 29Dec60; KK158975.

Crinkle cut potatoes; no.370 stock vignette. Glosseal. © 12Apr61; KK158977.

4 fillet portions; no.486 stock vignette. Glosseal. © 7Mar61; KK158978.

French fried potatoes; no.302 stock vignette. Glosseal. © 9Jan61; KK158976.

Hash brown potatoes; no.950 stock vignette. Glosseal. © 10Nov60; KK156188.

Mixed vegetables; no.1135 stock vignette. Glosseal. © 10Nov60; KK156189.

Mustard greens; no.1114 stock vignette. Glosseal. © 15Dec60; KK156187.

Stripped kale; no.1141 stock vignette. Glosseal. © 10Nov60; KK156190.

Zee aqua napkins. Tulip design. 80 napkins. (Zee napkins) © 10Nov60; KK157087.

Zee 80 napkins, aqua. Swirl design. (Zee napkins) © 10Nov60; KK157086.

Zee giant roll towels, pink. Tulip design. 225 towels, 11 x 7 1/2 in. © 10Nov60; KK157089.

Zee pink towels with wet strength. Swirl design. 225 towels, 11 x 7 1/2 in. (Zee giant roll towels) © 10Nov60; KK157088.

Zee toilet tissue, pink. Swirl design. 4 rolls, each roll 650 sheets. (Zee 4-roll toilet tissue, © 10Nov60; KK157090.

Zee toilet tissue, white. Tulip design. 4 rolls, each roll 650 sheets. (Zee 4-roll toilet tissue) © 10Nov60; KK157091.

Zee yellow Family Fun Pac; economy pac. 200 napkins. © Crown Zellerbach; 25Oct60; KK156060.

CUDAHY (PATRICK) INC. ©

Ask for Patrick Cudahy canned ham. (In The Milwaukee journal, Dec. 22, 1960, p.4) © 22Dec60; KK156077.

Ask for Patrick Cudahy delicatessen meats. (In The Milwaukee journal, Oct. 20, 1960, p.6) © 20Oct60; KK156075.

Ask for Patrick Cudahy famous bacon in convenient flip top packages. (In The Milwaukee journal, Dec. 1, 1960, p.14) © 1Dec60; KK156074.

Ask for Patrick Cudahy pure pork sausage now in convenient flip top packages. (In The Milwaukee journal, Sept. 15, 1960, p.28) © 15Sep60; KK156072.

Ask for Patrick Cudahy weiners in convenient flip top packages. (In The Milwaukee journal, Nov. 3, 1960, p.4) © 3Nov60; KK156073.

You're sure they're good, they're from the home of sweet apple-wood. Sliced bacon; wieners. (In The Milwaukee journal, Apr. 6, 1961, p.4) © 6Apr61; KK158301.

CURTIN (W. H.) & CO. ©

Leonardo da Vinci, 1452-1519. Laboratory apparatus, furniture & chemicals. Appl. author: Stanley S. Shaw. © 3Jan61; KK156601.

CURTIS, JEAN. ©

Magic pet servette. © 2Apr61; KK158600.

CURTIS, PAUL W. ©

No myth, this pot of gold. Southwest Motor Club. © 12Oct60; KK158747.

D

DCA. SEE Dental Corp. of America.

D.E.P. ENTERPRISES. ©

Now, mat cutting made easy with the new pro-mat cutting guide. Appl. author: Gordon B. Peterson. © 20Apr61; KK158406.

DK MANUFACTURING CO. COBRA METAL HOSE DIVISION. ©

For gas, oil & water lines, Cobra flexible metal connectors. Model K-100 & other connectors. Appl. author: Hanson & Stevens, Inc. © 28Mar61; KK157998.

D.Q.N.D. CO. SEE Dairy Queen National Development Co.

D. R. SEE Dayton Rubber Co.

DAIRY QUEEN NATIONAL DEVELOPMENT CO. ©

Banana split. Appl. author: Paul D. Graning. © 10Jan59; KK157258.

Banana sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157280.

Black Magic sundae; chocolate 'n angel cake. Appl. author: Paul D. Graning. © 10Jan59; KK157284.

Blizzard, so thick you need a spoon. Appl. author: Paul D. Graning. © 10Jan59; KK157269.

Butter pecan sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157273.

Butterscotch sundae. Hoppin' good. (Item no.59-457) Appl. author: Paul D. Graning. © 10Jan59; KK157306.

Butterscotch sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157261.

Cherry Prom. Appl. author: Paul D. Graning. © 10Jan59; KK157255.

Cherry sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157276.

Chocolate sundae, banana split. Appl. author: Paul D. Graning. © 15Jan60; KK157281.

Chocolate sundae, banana split and malt. Appl. author: Paul D. Graning. © 15Jan59; KK157287.

Chocolate sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157274.

Chocolate sundae, rich and flavorsome. Appl. author: Paul D. Graning. © 10Jan59; KK157302.

Coconut isle sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157271.

Cones. Appl. author: Paul D. Graning. © 10Jan59; KK157283.

Curly Top cones. Appl. author: Paul D. Graning. © 10Jan59; KK157257.

Curly top cones, chocolate coated Dairy Queen in an old fashioned cake cone. Appl. author: Paul D. Graning. © 10Jan59; KK157291.

D.Q. sandwiches. Appl. author: Paul D. Graning. © 10Jan59; KK157267.

D. Q. sandwiches, Dairy Queen between two crispy chocolate wafers. Appl. author: Paul D. Graning. © 10Jan59; KK157292.

Dairy Queen. Lily big drink container. No.195. © 18Mar59; KK157878.

Dairy Queen with that country fresh flavor. Appl. author: Paul D. Graning. © 10Jan59; KK157289.

Delicious, hot fudge. (Item no. 59-135) Appl. author: Paul D. Graning. © 10Jan59; KK157308.

Dilly Bars. Appl. author: Paul D. Graning. © 10Jan59; KK157299.

Dilly Bars, chocolate coated Dairy Queen on a stick. Appl. author: Paul D. Graning. © 10Jan59; KK157294.

Dipped cones; chocolate, butterscotch. Appl. author: Paul D. Graning. © 10Jan59; KK157275.

English toffee sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157256.

Enjoy a rich, creamy smooth hot fudge sundae. Appl. author: Paul D. Graning. © 10Jan59; KK157301.

Floats; Dairy Queen and soda. Appl. author: Paul D. Graning. © 10Jan59; KK157259.

For a special treat, serve Dairy Queen banana splits at home. Appl. author: Paul D. Graning. © 10Jan60; KK157296.

For an all family favorite, serve Dairy Queen malts or shakes at home. Appl. author: Paul D. Graning. © 10Jan60; KK157295.

Freeze; Dairy Queen and soda. Appl. author: Paul D. Graning. © 10Jan59; KK157266.

Girl's headband. Appl. author: Paul D. Graning. © 15Jan59; KK157285.

Heavy Home-Pak. Appl. author: Paul D. Graning. © 1Feb59; KK157286.

Hey, kids, join the Dilly Club; get this color-fast cotton T-shirt. (Dilly Club T-shirt coupon) Appl. author: Paul D. Graning. © 15Jan59; KK157253.

Home-Pak; 1/2 gal., qts., pints. Appl. author: Paul D. Graning. © 10Jan59; KK157278.

Home-pak, weighs more, worth more. Appl. author: Paul D. Graning. © 10Jan59; KK157293.

Hot fudge sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157272.

How to play the Pickin' game. Appl. author: Paul D. Graning. © 1Mar57; KK157251.

Jack and Jill sundae; chocolate 'n marshmallow. Appl. author: Paul D. Graning. © 10Jan59; KK157279.

Jack and Jill sundae, creamy chocolate and smooth marshmallow. Appl. author: Paul D. Graning. © 10Jan59; KK157303.

DAIRY QUEEN NATIONAL DEVELOPMENT CO.-Con.

Kids love 'em; Curly Top cone, chocolate coated Dairy Queen in a crunchy cake cone. Appl. author: Paul D. Graning. © 10Jan59; KK157304.

Malts and shakes; chocolate, vanilla, strawberry, pineapple, cherry, butterscotch. Appl. author: Paul D. Graning. © 10Jan59; KK157282.

Malts and shakes. (Item no.59-134) Appl. author: Paul D. Graning. © 10Jan59; KK157309.

New, delicious, refreshing DQ Jet. Appl. author: Paul D. Graning. © 10Jan60; KK157252.

Over 3,000 Dairy Queen stores serving The Cone with the Curl on Top, with that country fresh flavor. Chocolate sundae & other dairy foods. Appl. author: Paul D. Graning. © 15Feb59; KK157250.

Parade of Shakes. Appl. author: Paul D. Graning. © 10Jan60; KK157248.

Party book. Games for every party occasion, invitations, place markers ... favors, menus. Appl. author: Paul D. Graning. © 1Jun60; KK157754.

Peach sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157277.

Pineapple, a tropical treat. (Item no.59-137) Appl. author: Paul D. Graning. © 10Jan59; KK157307.

Pineapple sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157288.

Pints, quarts, 1/2 gallons, take some home. (Item no.59-133) Appl. author: Paul D. Graning. © 10Jan59; KK157310.

Plantation fresh pineapple sundae. Appl. author: Paul D. Graning. © 10Jan59; KK157300.

Raspberry sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157263.

Sodas, all flavors with Dairy Queen. Appl. author: Paul D. Graning. © 10Jan59; KK157264.

Strawberry shortcake. Appl. author: Paul D. Graning. © 10Jan59; KK157270.

Strawberry sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157265.

Sundae times. Gentlemen: We are happy to announce that for the first time in the history of Dairy Queen, paid advertising will be accepted in the Sundae times. Appl. author: Paul D. Graning. © 27Oct60; KK157753.

Surprise the family with delicious Dairy Queen sundaes at home. Appl. author: Paul D. Graning. © 10Jan60; KK157290.

Take home a jar of your favorite topping; Dairy Queen Take Home Topping. Appl. author: Paul D. Graning. © 10Jan59; KK157262.

Take some home, new Super Sundae pint in re-usable plastic container. Serves 3 or 4. Royal Treat. Appl. author: Paul D. Graning. © 10Jan60; KK157247.

That lean look, it's the style. You get more lean of the milk in Dairy Queen. Appl. author: Paul D. Graning. © 15Jan57; KK157249.

Use this valuable coupon, get this handsome Dairy Queen mechanical pencil with miniature Dairy Queen cone on top. (Mechanical pencil coupon) Appl. author: Paul D. Graning. © 15Jan59; KK157254.

Whipped cream, 5¢ extra; nuts, 5¢ extra. Appl. author: Paul D. Graning. © 10Jan59; KK157260.

Wild mountain blackberry sundae; king size, regular, small. Appl. author: Paul D. Graning. © 10Jan59; KK157268.

You'll love Dairy Queen's rich, thick malts - shakes. (Malts & shakes) (Item no.59-453) Appl. author: Paul D. Graning. © 10Jan59; KK157305.

DAIRYPAK BUTLER, INC. ©

Clover Cream sweet cream, Wis. grade AA butter. Terr. des. 1043. One pound net weight. © 31Mar61; KK158797.

DairyLane sweet cream butter. Terr. des. 1039. One pound net. © 10Dec60; KK156366.

Dutch Mill ice cream. Vanilla; vanilla-chocolate. Terr. des. 1042. One half gallon liquid. © 20Mar61; KK158746.

Keller's unsalted butter. Terr. des. 1044. Half pound net. © 23Dec60; KK156067.

Shaver's ice cream; butter brickle. Terr. des. 1029 SD. Half gallon liquid. © 16Jan61; KK157548.

A treat for every occasion, fit for a king, delightful-refreshing-delicious. Des. 1045. One half gallon liquid. © 13Feb61; KK157328.

DALTON (EDWARD) CO. DIVISION, MEAD JOHNSON & CO. SEE Mead Johnson & Co. Edward Dalton Division.

DANA PERFUMES CORP. ©

Tabu, the forbidden fragrance. Perfume. (In The New Yorker, Jan. 21, 1961, p.21) Appl. author: Irving Serwer Advertising Agency. © 19Jan61; KK157877.

DANBY FARM.

Dangerous Dan 31368, full brother to Curtiss' Frisco Pete. (In The Western horseman, May 1961, p.144) © Danby Farm solely owned by Daniel & Beatrice Langfeld; 1May61; KK159443.

Shetland ponies of distinction. Patton L. 22400. (In The Western horseman, Dec. 1960, p.91) © Danby Farm solely owned by Daniel Langfeld & Beatrice Langfeld; 25Nov60; KK156080.

DANIEL (JACK) DISTILLERY.

Break time at Jack Daniel's often means a round of stories by our old hands who can remember Mr. Jack himself. (In Newsweek, May 29, 1961, p.51) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 29May61; KK159754.

The chief sawyer at Jack Daniel's starts the hard maple on its way to gentling our old-time Tennessee sippin' whiskey. (In Time, May 19, 1961, p.39) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 19May61; KK159768.

Jack Daniel's severest critic is our whiskey taster who makes sure our whiskey is gentled to the proper sippin' smoothness. Old no.7. (In Honolulu star bulletin, Nov. 24, 1960, p.40) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 24Nov60; KK156312.

Our chart says we don't produce much whiskey, but each additional barrel we mark here means we are making a bit more Tennessee whiskey. Old no.7. (In Birmingham post herald, Nov. 7, 1960, p.9) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 7Nov60; KK156316.

Rick burning at Jack Daniel's is one of the painstaking steps that go into the making of our old-fashioned sippin' whiskey; Old no.7. (In San Jose mercury, Sept. 26, 1960, p.15) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 26Sep60; KK158357.

Ricks of hard maple are still burned ... for charcoal to smooth out Jack Daniel's Tennessee sippin' whiskey. (In U. S. News & world report, May 15, 1961, p.8) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 15May61; KK159750.

A tired duck finds a quiet home abounding with cool limestone water and fine grains in Jack Daniel's Hollow; Old no.7. (In Los Angeles times, Nov. 1, 1960, pt.4, p.3) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 1Nov60; KK157238.

We'd rather ask your patience than lose your respect for Jack Daniel's whiskey; Old no.7. (In Arizona beverage journal, Nov. 1960, p.107) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 1Nov60; KK157235.

DANSKIN, INC. ©

Jr. Miss Slim Lims, sheer nylon stockings. Appl. author: Ben Harvey Lipson. © 7Mar61; KK157499.

Tights; full-fashioned, 100% Dansoft stretch nylon. Appl. author: Ben Harvey Lipson. © 16Dec60; KK156282.

DARYL PRODUCTS CORP. ©

Aluminum sliding glass door and screen assembly and installation instructions. © 3Apr61; KK158863.

Daryl Products presents the space + system. Storage cabinets. © 15Mar61; KK158728.

Reminder: you do not owe us any money, we wish you did. Bath enclosures; sliding glass doors. © 20Mar61; KK158727.

Welcome to the wonderful world of inside-out. Aluminum sliding glass doors. © 1Mar61; KK158726.

DAY-BRITE LIGHTING, INC. ©

Fluorescent nite lights, recessed louvered units for one F4T5/CW lamp. Section 50, sheet 35. Original issue date, Jan. 1961. © 30Jan61; KK156924.

The tranquilite, hospital bed lights for two F20T12 or F40T12/RS lamps. Section 40, sheet 8. Original issue date, Jan. 1961. © 30Jan61; KK156926.

Utility units, two-lamp units for F20T12 and F40T12/RS lamps. Section 40, sheet 9. Original issue date, Jan. 1961. © 30Jan61; KK156925.

DAYTON RUBBER CO. ©

Multi-Mile, a really complete line of tires and every one a profit builder. Custom Mark I & 10 other types. (In Automotive chain store, Feb. 1959, p.45) © 1Feb59; KK156707.

DECADE INSTRUMENT CO. ©

Decalator, model 500; crystal signal generator. © 20Mar61; KK158160.

DECKER, DAROLD. ©

Color surprise for 1962, wedding bells, in beautiful, sparkling-bright rose-lavender. Seeds for better flowers, by Darold Decker. (In Seed trade buyers guide, 1961, p.145) © 1Feb61; KK156945.

DEE (PHYLLIS) INC. ©

An evening with lace. Jordan Marsh, Florida flair fashions. (In The Miami herald, Dec. 21, 1960) © 21Dec60; KK156140.

DEJUR-AMSCO CORP. ©

How to measure time with tape; DeJur Grundig Stenorette dictating systems. © 1Oct60; KK157648.

How to work a miracle at your own desk; all you need is DeJur-Grundig Stenorette, the complete dictating, transcribing machine with revolutionary magnetic tape. (In Time, Mar. 16, 1959, p.97) © 16Mar59; KK158547.

DEKALB COMMERCIAL BODY CORP. ©

The dawning of a new era in retail milk bodies, the Dekalb Dawnliner. © 24Apr61; KK159281.

DELAMERE CO., INC. ©

Goody wet strength curl end tissues; family economy pack. 500 tissues. NM: revision & additions. © 27Mar61 (in notice: 1960); KK158617.

It's so easy to sell more hair notions and to satisfy every customer. © 31Mar61; KK158185.

DELLA-CAMERA, JOHANNA. ©

Let's play pizza. © 5Jan61; KK158548.

DELTA AIR LINES, INC. ©

Dream vacations. Small version. Appl. author: B. D. Adams. © 24Mar61; KK158639.

DE MARIA, JOSEPH L. ©

Card Bingo; the game that's sweeping the country, played and enjoyed by all. © 1Sep60; KK156613.

DENALAN CO., INC. ©

Gosse's Denalan cleans false teeth without brushing. Net contents 3 oz. Appl. author: William Casper Gosse. © 16Dec60; KK156250.

Gosse's Denalan, cleans false teeth without brushing. Net contents 3 oz. Appl. author: William Casper Gosse. NM: revisions & additions. © 29Dec60; KK156134.

DENTAL CORP. OF AMERICA. ©

For indirect banding at its best, just take the impression, dca does the rest. Prepared by Kenneth L. Nathanson Associates. (In American journal of orthodontics) © 10Feb61; KK156866.

There's magic in the Elf for you and your patient. (In American journal of orthodontics, Mar. 1961, p.7) © 10Mar61; KK157719.

When you have a technical problem, consider DCA a part of your own office. (In American journal of orthodontics, Jan. 1961) © 10Jan61; KK156823.

DENTISTS' SUPPLY CO. OF NEW YORK. ©

Porte-empreintes et dimensions Dauphin des anterieures et posterieures en porcelaine a cuisson sous vide. Appl. author: Alan Jones Davis. © 9Jun61; KK159583.

DETROIT STEEL CORP. ©

Automatic transmission clutch plate makers produce profitably with DSC Accutronic high carbon steel. (In New England purchaser, Apr. 1961, p.23) Appl. author: Simons-Michelson Co. © 5Apr61; KK158716.

DSC Accutronic strip scores job-performance bull's eye on engine valve rocker arm stamping. (In The Detroit purchasor, Jan. 1961, p.53) Appl. author: Simons-Michelson Co. © 10Jan61; KK156391.

DSC Accutronic strip scores marathon job-performance record on engine valve spring retainers for a big 3 car maker. (In The Detroit purchasor, Dec. 1960, p.7) Appl. author: Simons-Michelson Co. © 10Dec60; KK156122.

DSC deep rolled RBF steel strip helps give plated parts mirror-bright decorative appeal and corrosion resistance. Detroit Steel flat rolled and wire products. (In The Detroit purchasor, May 1961, p.17) Appl. author: Simons-Michelson Co. © 10May61; KK159369.

DSC-Portsmouth layer wrapped LPR coils give upholstery spring maker over 40 miles of non-stop fabricating per setup. (In Steel, Mar. 13, 1961, p.72) Appl. author: Simons-Michelson Co. © 13Mar61; KK157961.

DSC-Portsmouth long production run LPR coils give Brite wire fabricators the time-saving benefits of modern turnpike driving. (In The Detroit purchasor, Feb. 1961, p.19) Appl. author: Simons-Michelson Co. © 10Feb61; KK157105.

DSC-Portsmouth 3000 lb. LPR coils help boost production on General Electric dishwasher racks. Detroit Steel flat rolled and wire products. (In Michigan manufacturer & financial record, May 1961, p.15) Appl. author: Simons-Michelson Co. © 1May61; KK159368.

How DSC-Portsmouth long production run LPR coils give you the time-saving benefits of modern turnpike driving in Brite wire fabricating. (In The Detroit purchasor, Dec. 1960, p.67) Appl. author: Simons-Michelson Co. © 10Dec60; KK156121.

How stampers and roll-formers value-test DSC Accutronic strip. (In New England purchaser, Jan. 1961, p.21) Appl. author: Simons-Michelson Co. © 5Jan61; KK156390.

Plating in the news. How DSC deep rolled RBF steel grip can give your products a durable, expensive-looking showroom finish inexpensively. (In The Detroit purchasor, Apr. 1961, p.12) Appl. author: Simons-Michelson Co. © 10Apr61; KK158715.

Read how DSC Accutronic high carbon strip helps this automatic clutch plate maker produce. (In The Detroit purchasor, Mar. 1961, p.15) Appl. author: Simons-Michelson Co. © 10Mar61; KK157960.

A report to southwestern steel buyers. (In The Southwestern purchaser, Dec. 1960, p.9) Appl. author: Simons-Michelson Co. © 15Dec60; KK156388.

See how much you can save in time, labor, scrap and handling with DSC-Portsmouth LPR coils. (In The Detroit purchasor, Jan. 1961, p.4) Appl. author: Simons-Michelson Co. © 10Jan61; KK156389.

A statement concerning DSC Accutronic strip service. AccuRay electronic gauge & AccuRay thickness recorder. (In New England purchaser, Dec. 1960, p.35) Appl. author: Simons-Michelson Co. © 5Dec60; KK156120.

DEWALT DIVISION, AMERICAN MACHINE & FOUNDRY CO. SEE American Machine & Foundry Co. DeWalt Division.

DIAMOND & CO. ©

Executive ease. There's an old axiom about men's clothing: the lighter the suit in weight, the better the tailoring required. Appl. author: Will Kaplan Advertising. © 15May61; KK159056.

Top deck gifts for father from Diamond's. Appl. author: Will Kaplan Advertising. © 1Jun61; KK159727.

DIAMOND NATIONAL CORP. ©

Produce sizing, packaging guide for Foodtainer trays. © 17Jan61; KK158283.

DIEBOLD, INC. ©

Tilt Tab shelf file guides; A#BC alpha-numeric block caption guiding system. Appl. author: Rodney T. Sampson. © 7Apr61; KK158539.

DI GIORGIO FRUIT CORP. SEE Santa Fe Wine Co.

DITTMAR & PENN CORP. ©

Trachea and laryngectomy tube dimensions. Appl. author: C. Elliott Barb. © 30Oct59; KK159545.

DIVING EQUIPMENT & SUPPLY CO. ©

Greatest modern advance in skin diving safety. Desco Saf-T-Eye. Appl. author: Morrison-Seymour, Inc. © 14Apr61; KK158970.

New Desco full-face mask with sensational new Saf-T-Eye air reserve warning light and tank pressure indicator. (Form no.S-461) Appl. author: Morrison Seymour, Inc. © 20Apr61; KK158663.

DIXIE CUP DIVISION, AMERICAN CAN CO. SEE American Can Co. Dixie Cup Division.

DOLCIN CORP. ©

Arthritis, rheumatism, muscular pains; maybe you've tried just about everything to get rid of such pains without any luck. Best known product for relief. (In The Topeka daily capital, Dec. 28, 1960, section 2, p.17) Appl. author: Victor van der Linde Co. © 28Dec60; KK156796.

Arthritis, rheumatism, muscular pains; maybe you've tried just about everything to get rid of such pains without any luck. (In The Topeka daily capital, Dec. 24, 1960, p.6) Appl. author: Victor van der Linde Co. © 24Dec60; KK156795.

DOLE CORP. ©

New flavor-spun for smoother texture, fresher taste; Hawaiian pineapple juice, unsweetened. Net contents 1 qt., 14 fl. oz. © 19Mar61 (in notice: 1959); KK158098.

DOLLAR VITAMIN PLAN, INC. ©

Folks over 40, save big money on high-potency vitamins; Dollavim. (Key DX-51A) (In Pittsburgh post-gazette Sunday magazine, Jan. 22, 1961, p.24) © 22Jan61 (in notice: 1960); KK157759.

If you're sick of feeling tired; now, full-power vitamins and minerals plus Royal Jelly free 30-day supply. Key DX-11a. (In The Cleveland press, Oct. 25, 1960, p.24) © 24Oct60; KK156458.

If you're sick of feeling tired ... try a 30 days supply free at our expense; Dollavim. (Key DX-43A) (In Chicago American, Jan. 22, 1961, TV pictorial section, p.12) © 22Jan61; KK157861.

A powerful formula containing 20 proven ingredients, vitamin additive for folks over 40; Dollavim. (Key DX-60A) (In New York journal American, Jan. 29, 1961, pictorial TView section, p.20) © 29Jan61 (in notice: 1960); KK157860.

Save big money on high-potency vitamins; Dollavim. (Key DX-50A) (In Pittsburgh post-gazette Sunday magazine, Jan. 22, 1961, p.24) © 22Jan61 (in notice: 1960); KK157758.

Save big money on high-potency vitamins. Get your first 30 day supply free. Dollavim. (In American weekly, Feb. 26, 1961, p.4 of cover) © 26Feb61 (in notice: 1960); KK157706.

DOLLAR VITAMIN PLAN, INC.-Con.

Vitamin additive for folks over 40; free full 30 day supply. Dollavim capsules. Key DX-42 A. (In American weekly, Feb. 26, 1961, p.4 of cover) © 26Feb61; KK157663.

Why does daddy sleep so much? Vitamin additive for folks over 40; Dollavim. (Key DX-66A) (In San Francisco examiner pictorial living) © 26Mar61; KK158359.

DONAHUE SALES CORP. ©

Do you have your ABC zipper application material? Talon, the quality zipper. (In Modern Miss, Jan. 1959, p.16) Appl. author: McCann-Erickson, Inc. © 15Jan59; KK156960.

DONALDSON BROS. GUN EXCHANGE. ©

Manufacturers of fine firearm accessories. Deluxe silicone treated gun wiper. Appl. authors: Daniel D. Donaldson & Harley S. Donaldson. © 18Mar61; KK157643.

DONER (W. B.) & CO.

Cloverdale, a honey of a drink. SEE Allegheny Pepsi-Cola Bottling Co.

DONNELLEY (REUBEN H.) CORP. ©

Yorke statistical bulletin no.5. Appl. author: Yorke Pub. Co., subsidiary R. H. Donnelley Corp. © 6Mar61; KK157327.

DONNELLY (JOHN) & SONS. ©

Sell it outdoors. In the economics of the new frontiers in marketing, advertising must reach more people, more often than ever before. (In The Boston globe, Jan. 8, 1961, p.B-11) © 8Jan61; KK158327.

Your January buying guide. © 3Jan61; KK156133.

DOORNKAAT A.G. ©

6 Doornkaatchen. Ger. © 20Apr61; KK159530.

DORIANLU ENTERPRISES. ©

Official baby diner membership card. Appl. author: Edward J. Ludes. © 26Apr61; KK159442.

DORMAN-WINTHROP. ©

Adventures of Morty and Jay in black mohair land. English black mohair terribly expensive suits. (In Los Angeles times, June 6, 1961, pt.1, p.7) © 6Jun61; KK159675.

DOW CHEMICAL CO. ©

Larger than Life, the magazine that is; new, Handi-Wrap is here. (In Food topics, national ed., Oct. 1960, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 22Sep60; KK157786.

DRI MARK PRODUCTS, INC. ©

For home & office, handy felt marker. 1001 uses, amazing marking device. © 10ct58; KK156361.

DUJARDIN, EDMOND. ©

Mille Bornes, deluxe. New, intriguing card game to capture your fancy. (1000 Milestones) France. © 20Dec60; KK156954.

Mille Bornes, the new sensation in cards. American model. (1000 Milestones) France. © 29Jul60; KK156953.

DUNCAN COFFEE CO. ©

Twelve sing-along hits. Maryland Club. (In Life, May 26, 1961, p.82) Appl. author: Clay Stephenson Associates, Inc. © 26May61; KK159226.

DUNCAN, INC. ©

New Duncan Compact, bulk milk cooler by Zero, that costs less than can equipment. Appl. author: Lloyd P. Duncan. © 20Feb61; KK158710.

DURALL TOOL CORP. ©

Ezy Read white tape rules. No.946. © 3Mar60; KK156661.

DURO-TEST CORP. ©

Hercules twinline. High lite; rough duty. (Form no.649) Appl. author: Roland W. Tiemann. © 23Nov60; KK157980.

Mercury vapor lamps. Two resistors; two starting electrodes. (Form no.648) Appl. author: Roland W. Tiemann. © 23Nov60; KK157978.

Right down the line; V-Beam traffic signal lamps. (In Municipal signal engineer, Sept.-Oct. 1960, p.54) Appl. author: Roland W. Tiemann. © 31Aug60; KK156022.

Super-White matching fluorescent and incandescent bulbs. (Form 650) Appl. author: Roland W. Tiemann. © 2Dec60; KK157979.

DUSHARME PRODUCTS, INC. ©

Natural beauty; whisper-soft highlights and willing obedience accent the natural beauty of your Dusharme-dressed coiffure. Creme hair dressing. (In Ladies' home journal, Feb. 1961, p.17) © 26Jan61; KK156725.

E

ETDC. SEE Early Times Distillery Co.

EARLY TIMES DISTILLERY CO. ©

All dressed up, ready to give. Every ounce a man's whisky. [Gift wrapped package, whisky bottle, glass] (In Herald express, Los Angeles, Nov. 22, 1960, p.D3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 22Nov60; KK158150.

All dressed up, ready to give. [Gift wrapped package, whisky bottle, glass] (In The Bakersfield Californian, Nov. 19, 1960, p.39) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 19Nov60; KK158152.

All dressed up, ready to give. [Locomotive engine, gift wrapped package, whisky bottle, glass] (In The Commercial appeal, Memphis, Nov. 16, 1960, p.24) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 16Nov60; KK158151.

All dressed up, ready to give, so good to get, and so easy to give. (In Sports illustrated, Nov. 7, 1960, p.27) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Nov60; KK157184.

Does your bar reflect the trend to Early Times? (In Club management, Mar. 1961, p.2) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Mar61; KK158650.

Don't be flavor-blind. Trust your taste. (In Times, Chattanooga, July 2, 1960, p.12) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2Jul60; KK158146.

Enjoy the true old-style Kentucky bourbon. [Buffet dinner scene] (In Chronicle, San Francisco, June 3, 1960, p.28) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3Jun60; KK157185.

Enjoy the true old-style Kentucky bourbon. [Left hand holding glass by whisky bottle, 4 men chatting] (In Seattle times, Apr. 7, 1961, p.B) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 7Apr61; KK158653.

Enjoy the true old-style Kentucky bourbon. [Left hand holding glass by whisky bottle, 2 couples chatting] (In Miami herald, Apr. 6, 1961, p.3-C) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 6Apr61; KK158652.

Enjoy the true old-style Kentucky bourbon. [Left hand holding glass by whisky bottle, 2 couples chatting with man & woman in archway] (In True, Apr. 1961, p.2) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 17Mar61; KK158654.

Enjoy the true old-style Kentucky bourbon. [Left hand holding glass by whisky bottle, 2 couples chatting with portrait behind 1 man's left shoulder] (In Chicago tribune, Apr. 5, 1961, pt.1, p.20) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Apr61; KK158651.

Enjoy the true old-style Kentucky bourbon. [Picnic scene, with station wagon] (In Look, Sept. 13, 1960, p.38) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 30Aug60; KK157183.

Enjoy the true old-style Kentucky bourbon. [Right hand holding glass by whisky bottle] (In Fresno bee, Apr. 13, 1961, p.1C) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 13Apr61; KK158655.

Enjoy the true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Buffet dinner scene] (In Chicago tribune, Sept. 1, 1960, pt.2, p.8) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Sep60; KK158147.

Enjoy the true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Picnic scene, with station wagon] (In Times, Seattle, June 29, 1960, p.35) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 29Jun60; KK158148.

Enjoy true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Right hand holding drink, bottle, glass & bowl of ice on table] (In Advocate, Baton Rouge, La., Aug. 5, 1960, p.3-C) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Aug60; KK159287.

Enjoy the true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Ski lodge scene] (In Look, Jan. 17, 1961, p.78) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3Jan61; KK158192.

Enjoy the true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Ski lodge scene] (In Times-picayune, New Orleans, Jan. 6, 1961, section 2, p.4) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © Early Times Distillers Corp.; 6Jan61; KK158191.

Every ounce a man's whisky. (In Herald & express, Los Angeles, Jan. 18, 1961, p.B-9) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 18Jan61; KK158196.

Every ounce a man's whisky. (In Herald express, Los Angeles, Sept. 23, 1960, p.D-3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 23Sep60; KK158143.

In gleaming foil and golden ribbon, all dressed up, ready to move. (In Kansas beverage news, Nov. 1960, p.3 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 28Nov60; KK158144.

A Mardi gras toast, in feeble rhymes, with cordial wishes from Early Times. (In New Orleans states-item, Feb. 10, 1961, p.29) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Feb61; KK158197.

National mixed drink competition. Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Oct60; KK157182.

Reach for Early Times, true old-style Kentucky bourbon, always smoother because it's slow-distilled. (In All-star pro-bowl, Jan. 15, 1961, p.27) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 15Jan61; KK158195.

6 reasons for Early Times' consistently higher quality. (In Kentucky beverage journal, Feb. 1961, p.11) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Feb61; KK158193.

The true old-style Kentucky bourbon, Early Times, all dressed up, ready to give. (In Bee, Fresno, Calif., Nov. 17, 1960, p.1-B) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 17Nov60; KK158149.

The truth on Gasparilla's crimes revealed at last by Early Times. (In Tampa tribune, Feb. 14, 1961, p.14-B) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 14Feb61; KK158198.

Turnover. These machines bottle and pack two bottles of Early Times every second, hour after hour. (In Illinois beverage journal, Sept. 1960, p.11) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Sep60; KK158145.

ECOFF, JAMES & BATTLE, INC. ©

Bank-at-home calendar. © 1Mar61; KK158964.

ECONOMICS LABORATORY, INC. ©

Good housekeeping guarantees new stepped-up Finish for automatic dishwashers. (In Oklahoma daily Oklahoman, Mar. 31, 1961, p.10) © 31Mar61; KK158536.

Instant Fun washes sweaters faster, brighter, softer. (In Hartford times, Mar. 30, 1961, p.9) © 30Mar61; KK158356.

Instant Fun washes sweaters faster, brighter, softer. (In The Milwaukee journal, Apr. 6, 1961, p.10) © 6Apr61; KK158300.

New, blue, instant Fun liquid washes sweaters faster, brighter, softer. (In Wichita eagle and beacon, Mar. 2, 1961, p.5C) © 2Mar61; KK158537.

Read on next page why new improved Electrasol is now best for electric dishwashers. Thanks to a radically-changed Electrasol ... you can see the difference. (In Holiday, Feb. 1961, p.114-115) Appl. author: Kastor, Hilton, Chesley, Clifford & Atherton, Inc. © 15Jan61; KK157133.

Secret of fresh-tasting coffee, freshen your coffeemaker every Friday with Dip-It. (In Pasadena independent, Mar. 17, 1961, p.A-5) © 17Mar61; KK158355.

Secret of fresh-tasting coffee: 1. Always use fresh coffee. 2. Keep your coffeemaker fresh and clean with Dip-It. (In Kalamazoo gazette, Feb. 22, 1961, p.14) © 22Feb61; KK158354.

EDLO, INC. ©

Slim diet 900 calories, a modified milk product for weight control. Glen Maid. One quart liquid. © 5Jan61; KK156824.

EDMOR SHOE MANUFACTURING CO. ©

Tuffy tigers; quality shoes for boys and girls. © 23May61; KK159732.

EDUCATIONAL RESEARCH CORP. ©

Multiply quickly teaches times-tables; competitive, stimulating. A teaching toy. Appl. author: Edward J. Agnew. © 18Oct60; KK156116.

EDUCOIN CO., INC. ©

Civil War centennial, 1961-1965, commemorative medallion. Post card. Appl. author: S. S. Roszel, Jr. (V. P., Educoin Co., Inc.) © 3Jan61; KK156425.

EGG CEL DIVISION, MICHIGAN CARTON CO. SEE Michigan Carton Co. Egg Cel Division.

EKCO PRODUCTS CO. ©

Any woman stirring wants the whole set: summer-long spoon. Any woman who plays hostess wants the set: ice cream spoon. Any woman who cooks wants one of these: cooking tongs. (In Premium merchandising, May 1961, p.7, 9, 11) Appl. author: Doyle Dane Bernbach, Inc. © 10May61; KK159651.

For the first time ever, a new line of tableware has been designed by your customers. Baguette and one other pattern. (In Chain store age, May 1961, p.105-106) Appl. author: Doyle Dane Bernbach, Inc. © 10May61; KK159652.

For the first time ever, a new line of tableware has been designed by your customers. This stainless steel tableware guarantees sales. Prairie Flower and 2 other patterns. (In Housewares review, May 1961, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1May61; KK159644.

If you lined up all these 8 displays in your store ... C-154 & 7 other Profit Pylon displays. (In Housewares review, Feb. 1961, p.88 & p.3-4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 7Feb61; KK157694.

Pick, pick, pick, 153 times. That's what happens when customers see Berkeley Space-X-Panders, left, hanging around the Profit Pylon. (In Notion & novelty review, Feb. 1961, p.51) Appl. author: Doyle Dane Bernbach, Inc. © 26Jan61; KK157400.

10 reasons why a whole lot of people will buy this pot. Flint. (In Housewares review, Apr. 1961, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 4Apr61; KK159017.

These are the first cooking tools ever designed to serve in the dining room; new Cook & Serve tools by Ekco/Flint. (In Ladies' home journal, Dec. 1960, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 29Nov60; KK156528.

We goofed; there is nothing wrong with the tools above ... they are our new Cook & Serve tools. (In Housewares review, Dec. 1960, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 2Dec60; KK156526.

We've taken radiant heat out of the oven and put it into a pot. Flint. (In McCall's, May 1961, p.67) Appl. author: Doyle Dane Bernbach, Inc. © 20Apr61; KK159029.

EKCO PRODUCTS CO. EMRO DIVISION. ©

And here's the place for your name, too; Ekco's swedged-edge opener opens paint cans, bottles, what-have-you. (In American paint and wallpaper dealer, Jan. 1961, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 15Dec60 (in notice: 1961); KK156806.

EL AL ISRAEL AIRLINES, LTD. ©

El Al knocks the props off. Starting January 5th, El Al goes from jet-prop to pure jet. (In New York herald tribune, Dec. 13, 1960, p.38) Appl. author: Doyle Dane Bernbach, Inc. © 13Dec60; KK156343.

El Al now has a branch in Miami Beach. (In The Miami herald, Dec. 15, 1960, p.11-C) Appl. author: Doyle Dane Bernbach, Inc. © 15Dec60; KK156141.

El Al pulls out all the stops. El Al 707/420 jet. (In The New York times, Apr. 5, 1961, p.22) Appl. author: Doyle Dane & Bernbach, Inc. © 5Apr61; KK159024.

First, New York to Tel Aviv non-stop. (In The New York times, Mar. 16, 1961, p.25 & 27) Appl. author: Doyle Dane Bernbach, Inc. © 16Mar61; KK158237.

It's a lot of hot air, but not completely. (In The New York times, Feb. 23, 1961, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 23Feb61; KK157693.

So we decided to call it the 707/420. (In The New York times, Feb. 1, 1961, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 1Feb61 (in notice: 1960); KK157692.

Your sixteen day exodus. (In The New York times, Mar. 27, 1961, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar61; KK159011.

ELBE FILE & BINDER CO., INC. ©

Stamp albums and stock books. Effective Nov. 19, 1960. (Catalog 21-P) NM: revisions & additions. © 19Nov60; KK156358.

ELCO TOOL & SCREW CORP. ©

Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1961, issue no.
1. © 31Jan61; KK157378.
2. © 20Feb61; KK157377.
3. © 23Mar61; KK157748.
4. © 20Apr61; KK158456.

ELECTRIC REGULATOR CORP. ©

Airpot; air damping dashpot. (Bulletin 7.011) © 9Jun61; KK159817.

ELECTROLUX CORP. ©

Announcing the new Electrolux power nozzle; rotating brush action cleans all rugs faster, gently fluffs carpet nap. © 20Jan61; KK157627.

New help for home makers from your friendly Electrolux man. Automatic cleaner & other products. © 20Jan61; KK157626.

ELGIN ASSOCIATES, INC. ©

Introducing the Gloria Patri hardware presented exclusively by Elgin Associates, Inc. on the casket of your choice. (In The American funeral director, Nov. 1960, p.26) © 12Nov60; KK157147.

EL PRODUCTO CIGAR CO., INC. ©

The cigar gift that makes men light up; Lovera. (In The Houston post, Dec. 13, 1960, section 4, p.4) © 13Dec60; KK156179.

Enjoy natural mildness, a sure winner every time. (In The Miami herald, Mar. 12, 1961, p.2-C) © 12Mar61; KK158346.

Give Santa's favorite cigar; El Producto. (In The Boston Sunday advertiser, Dec. 11, 1960, p.47) © 11Dec60; KK156177.

Upon my beard, how did you know I wanted mild La Palina cigars. (In The Detroit news, Dec. 12, 1960, p.3-B) © 12Dec60; KK156178.

EMRO DIVISION, EKCO PRODUCTS CO. SEE Ekco Products Co. Emro Division.

ENGLANDER CO., INC. ©

Mr. Pink's amazing mattress. New Tension-Ease Airlon, by Englander. (In The Saturday evening post, Apr. 8, 1961, p.5) Appl. author: Burt Goodman. © 8Apr61; KK158265.

ENGLANDER CO., INC.-Con.

New miracle foam discovery, Airlon with patented Tension-Ease foundation. Mattress. (In Hotel world-review, Feb. 20, 1961, p.13) Appl. author: Burt Goodman. © 20Feb61; KK157362.

Tension-Ease sleep ensembles with the exclusive extra level of free floating coils. Ensemble of genuine foam latex; innerspring ensemble. (In Hotel world-review, Mar. 13, 1961, p.16) Appl. author: Burt Goodman. © 13Mar61; KK158266.

ENJOY FOOD CO., INC. ©

Zwerin's fine foods; spiced apple rings. Contents 14 oz. Appl. author: Ethel G. Zwerin. © 8Sep60; KK158291.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©

Are your employees giving you full credit for the fringe benefits you provide? [Man tipping hat] (In U. S. news & world report, May 15, 1961, p.29) Appl. author: Foote, Cone & Belding. © 8May61; KK159248.

College man. [Baby on bear skin] (In Life, Mar. 10, 1961, p.35) Appl. author: Foote, Cone & Belding. © 8Mar61; KK157818.

The Equitable Life of Bob Spooner in Appleton, Wisconsin. (In The Weekly underwriter, Feb. 18, 1961, p.23) Appl. author: Foote, Cone & Belding. © 18Feb61; KK156971.

The Equitable life of Dick Thomas in Baltimore, Md. (In The Weekly underwriter, Jan. 28, 1961, p.35) Appl. author: Foote, Cone & Belding. © 28Jan61; KK156819.

The Equitable Life of Jeff Shor in New York. (In The Weekly underwriter, Apr. 22, 1961, p.33) Appl. author: Foote, Cone & Belding. © 22Apr61; KK158433.

The Equitable Life of Max Rapaport in Bangor, Me. (In The weekly underwriter, Mar. 11, 1961, p.33) Appl. author: Foote, Cone & Belding. © 11Mar61; KK157817.

Fills twin bill. Hen. (In The Progressive farmer, May 1961, p.9) Appl. author: Foote, Cone & Belding. © 15Apr61; KK159254.

Habits, habits, habits, habits, habits. © 23Mar61; KK158120.

How much does a split dollar cost? Eagle. (In U. S. news & world report, Apr. 3, 1961, p.55) Appl. author: Foote, Cone & Belding. © 27Mar61; KK158430.

How quickly the family circle grows. 2 picture frames. (In Life, Dec. 19, 1960, p.1) Appl. author: Foote, Cone & Belding. © 15Dec60; KK156286.

How quickly they roll by. [Boy running with hoop] (In Life, Feb. 3, 1961, p.109) Appl. author: Foote, Cone & Belding. © 1Feb61; KK157814.

The mistake that 3 out of 4 businessmen make. Tree. (In U. S. news & world report, Mar. 13, 1961, p.5) Appl. author: Foote, Cone & Belding. © 6Mar61; KK158432.

New Equitable living income insurance pays you up to $500 a month if you're disabled. Sickness and accident. (In Life, Jan. 20, 1961, p.65) Appl. author: Foote, Cone & Belding. © 18Jan61; KK156812.

One day he'll build a real one. House of blocks. (In Life, Apr. 14, 1961, p.41) Appl. author: Foote, Cone & Belding. © 12Apr61; KK158743.

Remember when a farmer thought of the horse as a necessity and insurance as a luxury? (In the Progressive farmer, Mar. 1961, p.13) Appl. author: Foote, Cone & Belding. © 15Feb61; KK157816.

What do these four companies have in common? (In U. S. news & world report, Apr. 24, 1961, p.115) Appl. author: Foote, Cone & Belding. © 17Apr61; KK158434.

When you need money most. New kind of living insurance pays you up to $500 a month while you're disabled by accident or sickness. (In Life, Jan. 6, 1961, p.65) Appl. author: Foote, Cone & Belding. © 4Jan61; KK156377.

Where are the George Mikans of tomorrow? (In Sports illustrated, Mar. 20, 1961, p.78-79) Appl. author: Foote, Cone & Belding. © 17Mar61; KK158431.

Will he break Lefty Grove's record? Baseball. (In Sports illustrated, Apr. 24, 1961, p.8) Appl. author: Foote, Cone & Belding. © 21Apr61; KK158741.

Your guide to using The owl and Fred Jones, a 14 1/2 minute film in color animation. NM: changes. © 16Jan61; KK156846.

You're right, something is wrong with this picture, Hereford markings are not fitting on a dairy cow. (In Successful farming, Feb. 1961, p.107) Appl. author: Foote, Cone & Belding. © 15Jan61; KK156815.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. MEDICAL DEPT. BUREAU OF HEALTH EDUCATION.

The owl and Fred Jones, 14 1/2 minutes in full color animation. © Equitable Life Assurance Society of the United States (in notice: Equitable Life Assurance Society of the U. S., Medical Dept., Bureau of Health Education; 15Nov60; KK157611.

ESSIG, LARISSA G. SEE Tar (Jack) Continental Chocolate Shop.

ETERNA WATCH CO. ©

Below: the symbol of Eterna-Matic. You may be one of the select jewelers who can profit from Eterna-Matic's plan to dominate the fine-watch market. (In Pacific goldsmith, Apr. 1961, p.32) Appl. author: L. C. Gumbinner Advertising Agency. © 10Apr61; KK158676.

For people ahead of their time; Eterna-Matic. Port. of Da Vinci. (In New Yorker, June 3, 1961, p.97) Appl. author: L. C. Gumbinner Advertising Agency. © 1Jun61; KK159431.

For people ahead of their time; Eterna-Matic. Port. of Galileo. (In Jewelers' circular keystone, Mar. 1961, p.20) Appl. author: L. C. Gumbinner Advertising Agency. © 1Mar61; KK157665.

For people ahead of their time; Eterna-Matic. Port. of Lief Ericcson. (In Jewelers' circular-keystone, Mar. 1961, p.22) Appl. author: L. C. Gumbinner Advertising Agency. © 1Mar61; KK157667.

For people ahead of their time; Eterna-Matic. Port. of Mme Curie. (In Jewelers' circular-keystone, Mar. 1961, p.21) Appl. author: L. C. Gumbinner Advertising Agency. © 1Mar61; KK157666.

ETHICON, INC. ©

Dairy of Hope. © 1Nov60 (in notice: 1961); KK157100.

EUTECTIC WELDING ALLOYS CORP. ©

EutecSil 1045 FED FC for ferrous and non-ferrous metals. Pea-green flux coating. © 13Apr61; KK159085.

EutecSil 1050 FED FC for ferrous, copper and nickel base metals. Aqua blue flux coating. © 13Apr61; KK159086.

EutecSil 1801 FC for highest strength and dissimilar metals. Cocoa color flux coating. © 13Apr61; KK159087.

EutecTrode 27, ac-dc, for cast iron. Primary, tan tip; secondary, white. © 2Jun61; KK159537.

Hard hitting new give-a-way helps you build good will. Presenting Eutectic's happy home soldering kit. TIS-9392. © 25Aug60; KK156687.

Marking our 20th anniversary of service to industry. The most outstanding packaging concept ever introduced to the welding industry. TIS-9601. © 2Sep60; KK156686.

QuenchWeld electrode A, ac-dc. Tip, red; secondary, yellow. © 2Dec60; KK156454.

Special silver alloy chart. High strength silver joining alloys. © 31Mar61; KK158347.

Start cutting costs today with ChamferTrode; Eutectic's new ac-dc metal-removing electrode. TIS-9655-B. © 10Oct60; KK156685.

T/R's, now hear this, ChamferTrode. Eutectic's exclusive metal-cutting tool is now an ac-dc electrode. TIS-9656. © 10Oct60; KK156684.

ToolTectic 6-OH (ac-dc) for oil hardening tools and dies. Dark blue tip. © 1Mar61; KK157851.

ToolTectic 6-WH (ac-dc) for water hardening tools and dies. Brown tip. © 1Mar61; KK157850.

Xyron 244, ac-dc. Primary, yellow tip; secondary, green. © 2Jun61; KK159493.

EVANS' (L. B.) SON CO. ©

Your selling point for profit: new ideas; casuals. Stroller 5904, 5906. (In Footwear news, July 8, 1960, p.24) Appl. author: Hoag & Provandie, Inc. © 8Jul60; KK156112.

Your selling point for profit: reputation; casuals. Saratoga 5980, 5987. (In Footwear news, May 13, 1960, p.74) Appl. author: Hoag & Provandie, Inc. © 13May60; KK156114.

Your selling point for profit: workmanship; casuals. Del Rey 7440, 7445 & 7446. (In Footwear news, Apr. 8, 1960, p.28) Appl. author: Hoag & Provandie, Inc. © 8Apr60; KK156113.

EVANS & BRISEBOIS. ©

Gracious living ad series for furniture stores. © 1Feb61; KK158475.

New, America's first carpet service. © 15Jan61; KK158474.

EVERSWEET CORP. ©

Fresh out of the orange. (In Chicago daily tribune, Nov. 18, 1960, pt.4, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 18Nov60; KK156537.

Instanter than this you just can't get (and still get real fresh orange juice) (In Chicago daily tribune, Feb. 17, 1961, pt.3, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 17Feb61; KK158246.

Will it storm on your mother-in-law's birthday? Let Eversweet send you the 1961 Farmers' almanac; send ... circle from a quart carton of Eversweet pure orange juice. (In Chicago daily news, Nov. 29, 1960, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 29Nov60; KK156536.

EXECUTONE, INC. ©

Hospital entertainment system. Pillow speaker, model C-360 & other electrical equipment. (Form 677) © 4Apr60; KK156826.

How jails, police stations and court houses use Executone intercom and sound systems. (Form 750) © 7Oct60; KK156827.

New, 5 simultaneous channels of communication, Executone's SS4000 school communication system. (Form 659) © 5Feb60; KK156825.

F

F. & B. MANUFACTURING CO. ©

Another crown jewel first, Filko; new on the outside, new on the inside. A new high in condenser performance. (In Jobber topics magazine, Nov. 1960, p.351-354) Appl. author: Hanson & Stevens, Inc. © 15Nov60; KK156804.

New optical precision, mirror smooth polished tungsten contacts; another Filko first. (In Jobber topics, I. A. S. I. show issue, Feb. 1961, p.401-404) Appl. author: Hanson & Stevens, Inc. © 15Feb61; KK157778.

FFC. SEE Frigid Foods Co.

FFCB. SEE Foundation for Commercial Banks.

F. P. C. SEE Flambeau Plastics Corp.

FABER-CASTELL (A. W.) PENCIL CO., INC. ©

Castell-biplex, decimal trig model log log. © 25Feb60; KK157722.

FACTOR, BARBARA.

Let's get pretty. SEE Factor (Max) & Co.

FACTOR (MAX) & CO. ©

Case-Mates, sure to be your double best-seller this Christmas; matching Hi-Society lipstick and Creme Puff compact in 12 inspired designs. (In Beauty fashion, Nov. 1960, p.1) © 10Nov60; KK156005.

Case-mates, sure to be your double bestseller this Christmas; matching Hi-Society lipstick and Creme Puff compact in 12 inspired designs. (In Chain store age, Nov. 1960, p.8) © 10Nov60; KK156546.

Dark circles? Erace, covers instantly. (In This week magazine, Feb. 19, 1961, p.29) © 19Feb61; KK157995.

Deep as the ocean, dark as a raven's wing, eyes a man could drown in: a new eye shadow magic called Basic Black. (In Beauty fashion, Oct. 1960, p.1) © 10Oct60; KK156009.

Deep as the ocean, dark as a raven's wing, eyes a man could drown in: a new eye shadow magic called Basic Black. (In Mademoiselle, Oct. 1960, p.2) © 29Sep60; KK156006.

Deep in the spell of Hypnotique. (In Vogue, Mar. 1, 1961, p.191) © 1Mar61; KK158010.

Eyes 1961 cool the light, bright spring fashion colors with Sky Blues. Hi-Fi eyeshadow stick; Mascara Wand; Eye pencil; Hi-Fi fluid eyeliner. (In McCall's, Feb. 1961, p.36-37) © 25Jan61; KK157000.

For the woman who is every inch a female: Primitif, perfume, parfum cologne, spray mist cologne, dusting powder. (In Harper's bazaar, Jan. 1961, p.36) © 1Jan61; KK157002.

For the woman who is every inch a female; Primitif. Spray mist and parfum cologne & 3 other products. (In Vogue, Nov. 1, 1960, p.37) © 1Nov60; KK156010.

Let's get pretty, by Barbara Factor. How to use eyeshadow hues, hot tip for cold weather, behind the cover-girl: a book of rules. (In Ingenue magazine, Jan. 1961, p.9) © 22Dec60 (in notice: 1961); KK156988.

Let's get pretty, by Barbara Factor. How to use eyeshadow hues, hot tip for cold weather, behind the cover-girl: a book of rules. (In Seventeen, Jan. 1961, p.22) © 1Jan61; KK157012.

Let's get pretty, by Barbara Factor. (In Seventeen, Nov. 1960, p.68) © 1Nov60; KK156011.

Let's get pretty, by Barbara Factor. (In Seventeen, Feb. 1961, p.34) © 1Feb61; KK156898.

Let's get pretty, by Barbara Factor. Pastel-pretty, that's you, lilacs in bloom, that's you, a March wind beauty, that's you. (In Ingenue magazine, Mar. 1961, p.18) © 22Feb61; KK157899.

Let's get pretty, by Barbara Factor. Pastel-pretty, that's you, lilacs in bloom, that's you, a March wind beauty, that's you. (In Seventeen, Mar. 1961, p.28) © 1Mar61; KK157996.

Let's get pretty, by Barbara Factor. Soft touch for hand-holders. (In Ingenue magazine, Feb. 1961, p.79) © 25Jan61; KK156929.

Max Factor announces an amazing cosmetic discovery to give your make-up the perfect finish. Finishing powder. (In Glamour, June 1961, p.27) © 22May61; KK159302.

Max Factor captures the Orient's most precious color, Pink Jade; in both Hi-Society and Hi-Fi lipstick. (In Ladies' home journal, Apr. 1959, p.145) © 31Mar59; KK156541.

Max Factor celebrates 50 golden years and here's our once-in-a-lifetime offer; five famous cosmetics at golden jubilee prices and famous Max Factor beauty secrets. (In Ladies' home journal, Mar. 1959, p.111) © 26Feb59; KK156710.

Max Factor gives you Hi-Fi fluid make-up. (In McCall's, Mar. 1959, p.33) © 26Feb59; KK156540.

Max Factor reveals the essentials for a healthier, flawless skin, so your cosmetics can make you look even lovelier. Active moisturizer & 2 other cosmetics. (In Vogue, Feb. 1, 1961, p.89) © 1Feb61; KK157716.

No Shine lipsticks. Lilac pastel & 5 other shades. (In Glamour, Mar. 1961, p.23) © 22Feb61; KK157428.

Now, from California comes the sunlit look, Creme Puff. (In Ladies' home journal, Feb. 1961, p.15) © 28Jan61; KK157752.

Now, the luxury of Nail Satin at your fingertips. (In Glamour, May 1961, p.17) © 22Apr61; KK158632.

Pan-Cake makes you perfect. Make-up. (In Harper's bazaar, Jan. 1961, p.37) © 1Jan61; KK157018.

Pan-Cake makes you perfect. Make-up. (In Holiday, Feb. 1961, p.101) © 15Jan61; KK156999.

Pan-Stik, the make-up that creams dry skin to soft new beauty. (In Redbook magazine, Jan. 1961, p.10) © 20Dec60 (in notice: 1961); KK157008.

Report on the most dramatic change in women's make-up and in their looks in 24 years. Sheer Genius. (In Life, Jan. 20, 1961, p.14) © 17Jan61; KK156987.

Say Merry Christmas twice; give Case-mates, two gifts in one. Hi-Society; Creme Puff. (In Mademoiselle, Nov. 1960, p.36) © 31Oct60; KK156046.

Sheer Genius, the beautiful difference. Complete make-up. (In McCall's, Feb. 1961, p.11) © 25Jan61; KK157001.

Skin flaws? Erace covers instantly. (In This week magazine, Feb. 5, 1961, p.13) © 5Feb61; KK156897.

Startling new discovery beautifies your hands: Swedish Formula hand creme with the 20-second massage. (In Reader's digest, Jan. 1961, p.23) © 21Dec60 (in notice: 1961); KK157020.

Tired lines? Erace covers instantly. (In This week magazine, Jan. 8, 1961, p.19) © 8Jan61; KK157017.

Wrap her in fragrance by Max Factor; Hypnotique. Spray mist cologne & 3 other products. (In Harper's bazaar, Nov. 1960, p.13) © 1Nov60; KK156012.

You'll love the look of you in Hi-Fi. Fluid make-up. (In McCall's, Mar. 1961, p.144) © 28Feb61; KK158009.

FAIRBANKS WARD INDUSTRIES, INC. ©

At all 3 Friedman's Jewelers. Imagine your choice of 2 exceptional all steel plastic top cabinets. Kitchen cabinet; desk cabinet. (In The Florida times-union, Jacksonville, Fla., Apr. 21, 1961, p.15) Appl. author: Morton Winston. © 21Apr61; KK158985.

Buy warehouse direct and save. Deluxe all steel 20" x 16" work & space saver kitchen cabinet. Sam Levin Furniture Co. of Connellsville. (In The Daily courier, Connellsville, Pa., Mar. 3, 1961, p.14) Appl. author: Morton Winston. © 3Mar61; KK158137.

80 piece deluxe pastel pink & lilac Cannon sheet and towel matched ensemble. Friedman's Jewelers. (In The Atlanta journal & constitution magazine, Mar. 5, 1961, p.27) Appl. author: Morton Winston. © 5Mar61; KK159196.

11 pc. extra heavy, lifetime guaranteed, streamlined shape, cast aluminum set. Hadley's. (In Springfield republican, Mar. 26, 1961, p.17A) Appl. author: Morton Winston. © 26Mar61; KK158799.

5 in 1 outdoor recreation game set: Badminton, Croquet, Volley ball, Dart game, Horse shoe set. Marvin Crumbie's. (In Texas times-review, Apr. 16, 1961, p.6) Appl. author: Morton Winston. © 16Apr61; KK159586.

4 complete nationally advertised fishing sets: Pflueger, Falcon, Bates, Colt. O'Connell Jewelry Co. (In San Antonio light, comic tabloid, p.8) Appl. author: Morton Winston. © 9Apr61; KK159197.

Gigantic special purchase makes this once-in-a-lifetime value possible. Fairbanks Ward heavy gauge steel 5 in 1 home or office folding desk & cabinet. Roessler-Kirk Jewelers. (In Marion chronicle, Apr. 6, 1961, p.10) Appl. author: Morton Winston. © 6Apr61; KK158984.

The most incredible offer in our history, unmatched for quality, value & price: 15-piece stainless steel waterless cookware. 6 quart Dutch oven & other pieces. Wolf's. (In The Columbian, Vancouver, Wash., Jan. 30, 1961, p.6) Appl. author: Morton Winston. © 30Jan61; KK157318.

$1 will hold your power mower in layaway. New instant starting Golden Crown 22 in. power mower. Gray's Jewelers. (In Oklahoma ranch and farm world, Mar. 12, 1961, p.6) Appl. author: Morton Winston. © 12Mar61; KK158136.

3 complete, nationally advertised fishing sets. Rone Jewelers. (In The Daily herald, Apr. 13, 1961, p.12) Appl. author: Morton Winston. © 13Apr61; KK158800.

FALSTAFF BREWING CORP. ©

For light-hearted living. Poster 61-2. Appl. author: Paul Gioni. © 1Jan61; KK156331.

FAMILY BOOTERIE. ©

Announcing the original Family Booterie 2 for 1 shoe sale. © 23Dec60; KK156337.

Choose now from the largest assortment of famous brand shoes. 2 pairs for the price of 1 / $1.00 shoe sale. Gems shoes for teens & others. (In The Nashville banner, Dec. 26, 1960, p.34) © 26Dec60; KK156336.

FAMILY RECORD PLAN, INC. ©

Presentation record, 45 rpm, 2 sides. Appl. author: T. Lager Huebsch. © 12Jan61; KK158311.

FANT MILLING CO. ©

If you'd bake with pride, bake with Gladiola. All-purpose flour & 3 other products. (In The Saturday evening post, Jan. 21, 1961, p.11) Appl. author: Clay Stephenson Associates, Inc. © 21Jan61; KK156606.

If you'd bake with pride, bake with Gladiola. All-purpose, self-rising, & bread & rolls flour. (In Killeen daily herald, Feb. 9, 1961, p.3) Appl. author: Clay Stephenson Associates, Inc. © 9Feb61; KK157066.

If you'd bake with pride, bake with Gladiola; special hard wheat bread and rolls flour. (In Killeen daily herald, Jan. 19, 1961, p.8) Appl. author: Clay Stephenson Associates, Inc. © 19Jan61; KK156619.

If you'd bake with pride, bake with Gladiola. White corn meal. (In Killeen daily herald, Mar. 2, 1961, p.8) Appl. author: Clay Stephenson Associates, Inc. © 2Mar61; KK158312.

FARM HOUSE.

Kitty Kitz mystery box. Appl. author: Wally B. Marks. © Viola M. Marks d.b.a. Farm House; 14May61; KK159039.

FAYETTE DISTRIBUTORS, INC. ©

How to cut abrasive cost. Processing coated abrasive grinding discs. Appl. author: Eugene W. Funk. © 15May61; KK159224.

FEASER, DANIEL D. ©

A history of firearms, by Harold L. Peterson. Illustrated by Daniel D. Feaser. Jacket illus. © 26Apr61; KK159489.

FEDERAL-MOGUL-BOWER BEARINGS, INC. FEDERAL-MOGUL SERVICE. SEE Federal-Mogul Service.

FEDERAL-MOGUL SERVICE.

Bower-BCA wheel bearing torque wrench. Appl. author: Ross Roy-B.S.F. & D., Inc. © Federal-Mogul Service, division of Federal-Mogul-Bower Bearings, Inc.; 16Jan61; KK156309.

New National face seal for trailer axles makes oil-bath lubrication positive. New National conversion kit for trailer axles. (Form no.FMN-61-4C) Appl. author: Ross Roy-B.S.F. & D., Inc. © Federal-Mogul Service, division of Federal-Mogul-Bower Bearings, Inc.; 12Apr61; KK158234.

FELDENKREIS, MORRIS. SEE Field, Mark.

FENNER SOLAR SCRENE CORP. ©

Designer's information file. Appl. author: Carlton F. Fenner. © 21Oct60; KK158278.

FENSTERMACHER, JOHN HARDER. ©

Barbecue Club of America, Corry, Pennsylvania. © 23Feb59; KK157799.

FENTON LABEL CO. ©

Fent-Onamel gummed labels. Addressing labels. Price list. NM: revision & additions. © 19Dec60; KK157510.

Fent-Onamel gummed stock insurance labels. Fent-Onamel collection stickers. NM: revisions. © 18May61; KK159524.

FentOnamel made-to-order anniversary stickers. NM: revisions. © 2May61; KK159523.

FERGUSON-LANDER BOX CO. ©

Del's ice cream. Vanilla, chocolate, Neapolitan, fudge sundae. 48. One-half gallon liquid. (Wooden spoon) Appl. author: Robert A. Morris. © 15Feb61 (in notice: 1960); KK157699.

Devon ice cream. Strawberry & 5 other cartons. (Farm scene) 47. Half gallon liquid. Appl. author: Robert A. Morris, Pres. © 3Feb61 (in notice: 1960); KK159677.

FIEDLER, WILLIAM. ©

Instructions. Flux; silver solder. © 15May61; KK158941.

FIELD (HENRY) SEED & NURSERY CO. ©

Buy direct-by-mail from a company that's been pleasing gardeners for generations: Henry Field's. Hybrid tea roses & other items. (In Flower grower, Mar. 1961, p.33) Appl. author: Raymond Jack Foster. © 16Feb61; KK157458.

Mid-season sale. Hybrid tea roses & other plants. (In The Kansas City star, Apr. 2, 1961, p.16E) Appl. author: Lee E. Gingery. © 2Apr61; KK158183.

Spring specials, order direct-by-mail from Henry Field's. Clematis vines & other items. (In Popular gardening, Feb. 1961, p.55) Appl. author: Raymond Jack Foster. © 19Jan61; KK157457.

Super glads, big bulbs that will bloom this summer. Double petunias & lythrum. (In Flower grower, Apr. 1961, p.55) Appl. author: Lee E. Gingery. © 20Mar61; KK158488.

FIELD, MARK.

Marfel records. She sets my heart a'rocking. © Morris Feldenkreis d.b.a. Mark Field; 16Mar61; KK157690.

FILBERT (J. H.) INC. ©

Mrs. Filbert's corn oil margarine. Four golden quarters. Net wt. 1 lb. © 30Dec60; KK156305.

New from Mrs. Filbert's, six sticks, Honey Gold margarine. Net wt. one pound. © 3Jul58; KK156306.

FILON PLASTICS CORP. ©

Filoplated Filon, translucent fiberglass building panels. Exclusive Filoplate guarantee. © 1Nov60; KK159285.

New building economy with Rololite, fiberglass reinforced translucent material. © 1Nov60; KK159284.

Para vivir mejor construya con Filon paneles de vidrio hilado. NM: revision, additions & translation. © 1Nov60; KK159283.

FINANCIAL ADVERTISING SERVICES. ©

Choose any 4 interchangeable messages. Financial lite display. © 23Feb61 (in notice: 1960); KK159544.

FINCH PARTY PLAN.

How to have fun making money, the fabulous new Finch party plan. Appl. author: Doris M. Cassell. © Greetings Unlimited (in notice: Finch Party Plan, a division of Greetings Unlimited); 5Jan61; KK158100.

FIRESTONE TIRE & RUBBER CO. ©

Champion on track, and turnpikes, too. (In Reader's digest, Sept. 1, 1959, p.208-209) © 1Sep59; KK157685.

Cloud-9 comfort on a few inches of foam: new forms in furnishings from the six fields of Firestone. (In Business week, Nov. 7, 1959, p.64) © 7Nov59; KK158923.

Firestone rubber-X surpasses car makers' toughest tests to prove Firestone brings you extra safety in tires. Deluxe champion. (In Life, Apr. 6, 1959, p.42-43) © 6Apr59; KK156347.

On time on Firestones; they cut costs on building materials deliveries. Transport; Super all traction. (In Practical builder, Mar. 1959, p.90) © 1Mar59; KK156173.

Puncture safety, blowout safety. (In Reader's digest, Aug. 1, 1959, p.7) © 1Aug59; KK157686.

Rubber-X-101 gives a hush-hush ride on 1960 cars. (In The Saturday evening post, Nov. 21, 1959, p.64-65) © 21Nov59; KK158693.

We meet harvest schedules on Firestones, says Larry Frazier, Route 3, Walla Walla, Washington. (In Farm journal, Feb. 1959, p.64G) © 1Feb59; KK156040.

FIRST FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. ©

Wise and prudent Chicagoland people place their savings in First Federal. (In the Chicago tribune, June 28, 1961, pt.2, p.12) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 28Jun61; KK159836.

FIRST WISCONSIN NATIONAL BANK OF MILWAUKEE. ©

First-tronic check service; automatic record keeping for busy people. Appl. author: Cramer-Krasselt Co. © 1Dec60; KK156315.

FISHER FLOURING MILLS CO. ©

Bleached pastry flour. 5 lbs. net wt. © 28Mar61; KK158022.

Blend, all-purpose flour. 5 lbs. net wt. © 28Dec60; KK157705.

Deluxe ALA American bulghour wheat. Net wt. 1 lb. © 28Mar61; KK158023.

Deluxe cracked wheat. 2 lbs. net wt. NM: additions & revisions. © 5Dec60; KK156099.

Deluxe Golden 27 buttermilk pancake mix. Net wt. 7 lbs. 8 oz. © 28Mar61; KK157751.

Deluxe Golden 27 buttermilk pancake mix. 2 lbs. net wt. NM: revision & additions. © 1Nov60; KK156440.

Deluxe instant Zoom, natural high protein whole wheat cereal. Net wt. 1 lb. NM: revision & additions. © 18Oct60; KK156438.

Deluxe 100% old fashioned buckwheat flour, not self-rising. 2 lbs. net wt. NM: additions & revisions. © 5Dec60; KK156100.

Deluxe rye flour. 1 lb. 12 oz. net wt. NM: additions & revisions. © 5Dec60; KK156096.

Deluxe scone & shortcake mix. Net wt. 14 oz. NM: additions. © 20Dec60; KK156101.

Deluxe unbleached graham flour. 2 lbs net wt. NM: additions & revisions. © 5Dec60; KK156098.

Deluxe unbleached 100% whole wheat flour. 2 lbs. net wt. NM: revision & additions. © 7Nov60; KK156439.

Deluxe wheat germ; natural, not toasted. 1 lb. 4 oz. net wt. NM: additions & revision. © 5Dec60; KK156094.

Deluxe yellow corn meal; medium coarse granulation, not degerminated. 2 lbs. net wt. NM: additions & revisions. © 5Dec60; KK156097.

Enriched farina. 5 lbs. net wt. © 5Dec60; KK156092.

Give your family 12 days of Christmas. In the holiday red bag. Blend, all-purpose flour. (In The Seattle times, Dec. 4, 1960, pictorial color roto section, p.43) © 4Dec60; KK157135.

Graham flour, unbleached, medium coarse. 5 lbs. net wt. © 5Dec60; KK156095.

Old World brand wheat pilaf with crisp bacon. Net weight 15 1/2 oz. © 24May61; KK159772.

100% whole wheat flour, unbleached. 5 lbs. net wt. © 5Dec60; KK156093.

Rye flour. 5 lbs. net wt. © 24May61; KK159773.

FISHER RADIO CORP. ©

Why do Fisher owners keep on being Fisher owners? (In The New York times magazine, May 7, 1961, p.45) © 7May61; KK158764.

FISH-EZE PRODUCTS, INC. ©

Bendo-Jig catches more fish, catches them when other jigs fail. © 5Jan61; KK156468.

Polehold, the new pole hold provides an immediate assist in landing your fish. © 4Jan61; KK156469.

FISHLOVE (H.) & CO. ©

Hollywood Spectaculars, giant glasses. No.692. Appl. author: Irving Fishlove. © 14Nov60; KK157478.

Hollywood Spectaculars, giant glasses. No.692B. Appl. author: Irving Fishlove. © 14Nov60; KK157479.

It wiggles, squirms, coils; Snakey Sam makes 'em scram. No.694. Appl. author: Irving Fishlove. © 8Mar61; KK157371.

Live action; it wiggles, squirms, coils. Snakey Sam makes 'em scram. Appl. author: Irving Fishlove. © 8Mar61; KK157370.

The new rage, mad buttons; wear on sweaters, coats, shirts. No.695. Appl. author: Irving Fishlove. © 8Mar61; KK157368.

The original and best made Giant Specs. No.690 Super-Specs & 5 other glasses. Appl. author: Irving Fishlove. © 29Dec60; KK157477.

Phony jelly roll, looks good enough to eat. No.552. Appl. author: Irving Fishlove. © 8Mar61; KK157366.

Snakey Sam electrical display. Instructions. Appl. author: Irving Fishlove. © 8Mar61; KK157369.

Super comb, world's largest comb for big heads; giant comb for swell headed: boss, executive, friend, husband, wife. No.551. Appl. author: Irving Fishlove. © 8Mar61; KK157365.

They scream over Gooey Humor melted ice cream bar; looks so real. No.560. Appl. author: Irving Fishlove. © 8Mar61; KK157367.

FITZGERALD. ©

Not a jolt like this, but a jolt of this every 2 hours; Safe-T-Beltz coffees. Appl. author: John P. Fitzgerald. © 15Dec60; KK158385.

FLAMBEAU PLASTICS CORP. ©

Connect-a-frame wall arrangements. © 10Feb61; KK156861.

Flamboware consumer proved housewares. © 19Dec60; KK156700.

Flamboware 3-piece spatula and bowl scraper set. © 13Apr61; KK159499.

FLINT & WALLING MANUFACTURING CO., INC. ©

Golden Arrow submersible pump. Appl. author: Juhl Advertising Agency. © 15Oct60; KK156875.

FLOOD CO. ©

A friend to everyone who paints; Penetrol, quality paint additive. Appl. author: Earl Freeman Flood. © 3Jan61; KK157581.

FLORIDA CITRUS COMMISSION. ©

Acne? Many teen-agers who've been advised to avoid rich desserts and drinks have been taking orange juice instead. [Boy & girl at ping pong table] (In Seventeen, Mar. 1961, p.143) Appl. author: Benton & Bowles, Inc. © 1Mar61; KK159046.

Acne? Many teen-agers who've been advised to avoid rich desserts and drinks have been taking orange juice instead. Boy and girl by tree. (In Seventeen, Apr. 1961, p.170) Appl. author: Benton & Bowles, Inc. © 1Apr61; KK159045.

Ask for Duncans. Duncan grapefruit, with extra seeds, give extra vitamin C and extra flavor. (In Journal American, Feb. 6, 1961, p.14) Appl. authors: Benton & Bowles, Inc. © 6Feb61; KK156941.

The eatin'est oranges you ever peeled; Florida's tempting Temples. (In Sunday news, New York, Jan. 22, 1961, coloroto section, p.15) Appl. author: Benton & Bowles, Inc. © 22Jan61; KK157472.

Enjoy the break that does more than refresh. After hard work or play, take an orange juice break to restore the vitamin C and energy you need. (In This week (New York herald tribune), Dec. 11, 1960, p.27) Appl. author: Benton & Bowles, Inc. © 11Dec60; KK156937.

50 calories, just 50. At its luscious best now. High in Vitamin C, low in calories. Fresh Florida grapefruit. (In Minneapolis morning tribune, Mar. 24, 1961, p.7) Appl. author: Benton & Bowles, Inc. © 24Mar61; KK159052.

50 calories, just 50. You've got nothing to lose but pounds, when you swap rich desserts for this natural goodness. Fresh grapefruit from Florida. (In Life, Feb. 17, 1961, p.8) Appl. author: Benton & Bowles, Inc. © 15Feb61; KK159047.

Fight colds 5 ways with grapefruit juice. 1. Gold mine of vitamin C. 2. Other needed vitamins and minerals. Pure grapefruit juice from Florida. (In Life, Feb. 24, 1961, p.104) Appl. author: Benton & Bowles, Inc. © 22Feb61; KK159048.

Fights colds naturally. Her mother knows that orange juice provides natural Vitamin C, vital liquids and the energy she needs. Fresh-frozen orange juice from Florida. (In Life magazine, Jan. 27, 1961, p.8) Appl. author: Benton & Bowles, Inc. © 25Jan61; KK159049.

Freshest news in town, new crop just in. (In Daily news, New York, Dec. 1, 1960, p.70) Appl. author: Benton & Bowles, Inc. © 1Dec60; KK156938.

From Florida, the tangerine train's in town. (In New York news, Dec. 8, 1960, p.80) Appl. author: Benton & Bowles, Inc. © 8Dec60; KK157384.

Give her an orange juice break. After school, a refreshing orange juice break provides the extra Vitamin C and energy active children need. Fresh-frozen orange juice from Florida. (In Life, Mar. 10, 1961, p.8) Appl. author: Benton & Bowles, Inc. © 8Mar61; KK159050.

How long has it been since you've tasted fresh Floridas? (In Sunday news, New York, Dec. 11, 1960, p.21) Appl. author: Benton & Bowles, Inc. © 11Dec60; KK156940.

How to eat the world's juiciest orange, a Florida orange, of course. (In Sunday news, New York, Jan. 15, 1961, coloroto section, p.15) Appl. author: Benton & Bowles, Inc. © 15Jan61; KK157471.

Juiciest news in town. Pick of crop just in. Buy fresh oranges from Florida. (In The Chicago news, Feb. 16, 1961, p.23) Appl. author: Benton & Bowles, Inc. © 16Feb61; KK159051.

Luscious, fresh Florida grapefruit low in calories, high in vitamin C. (In New York post, Mar. 9, 1961, p.35) Appl. author: Benton & Bowles, Inc. © 9Mar61; KK159480.

Send some Florida sunshine North. Remember the stay-at-homes with a gift box of oranges, grapefruit and tangerines. Nicest way to say: Hello from Florida. (In The Miami herald, Dec. 13, 1960, p.4A) Appl. author: Benton & Bowles, Inc. © 13Dec60; KK159053.

FORD MOTOR CO. ©

Belt and buckle assembly seat, Lincoln; installation kit. I.S. 618. Fomoco. © 30Mar61; KK158368.

Brake shoe installation instructions. I.S. 33-A. Fomoco. © 14Dec60; KK158380.

Dispenser tissue; installation kit. I.S. 621. Fomoco. © 22Mar61; KK158367.

Fomoco universal moulding retainers. I.S. 554-A. © 23Nov60; KK158382.

Front seat passenger; installation. I. S. 599. Fomoco. © 20Feb61; KK158934.

Installation instructions for brake linings for 1949-61 Ford passenger cars and F-1, F-100 trucks. I.S. 33, rev. 9-60. Fomoco. © 14Dec60; KK158381.

P/steering installation procedure; 292 eng. less a/c. I.S. 609. Fomoco. © 16Feb61; KK158373

Pass/power steering; installation. I.S. 605. Fomoco. © 16Feb61; KK158383.

Power brake; installation kit. I.S. 585. Fomoco. © 2Nov60; KK158366.

Power steering installation procedure; 352 engine less a/c. I.S. 611. Fomoco. © 16Feb61; KK158376.

Power steering installation procedure; 352 engine with a/c. I.S. 610. Fomoco. © 16Feb61; KK158377.

Power steering installation procedure; 292 eng. with a/c. I.S. 608. Fomoco. © 16Feb61; KK158375.

Power steering installation procedure; 223 eng. I.S. 607. Fomoco. © 16Feb61; KK158374.

Power take off; kit. I.S. 565. Fomoco. © 8Nov60; KK158372.

Power take off; kit. I.S. 566. Fomoco. © 8Nov60; KK158371.

Rear seat no.1; installation. I. S. 597. Fomoco. © 20Feb61; KK158933.

Rear seat no.2; installation. I. S. 598. Fomoco. © 20Feb61; KK158936.

Remote control luggage compartment door lock release, 1961 Ford and Mercury; installation instructions kit. I.S. 590. Sheet 1. Fomoco. © 1Dec60; KK158378.

Seat covers; installation. I.S. 581. Fomoco. © 27Dec60; KK158370.

Swivel front seat passenger; installation. I. S. 600. Fomoco. © 20Feb61; KK158935.

Technical procedures manual. Quick service. © 2May61; KK159486.

FORD MOTOR CO.-Con.

Transmission oil filter; installation kit. I.S. 589. Fomoco. © 30Dec60; KK158364.

Turn signal for series F-100 and F-250, all except F-250 (4 x 4) conventional; installation kit. I.S. 571. Fomoco. © 20Oct60; KK158365.

Washer windshield; installation instructions kit. I.S. 577. Fomoco. © 29Dec60; KK158369.

When replacing differential case only. I.S. 595. Fomoco. (Differential case replacement) © 29Dec60; KK158379.

FORDE CORP. ©

Flexagons. The remarkable new educational toy. Creative fun for children 5 to 50. Designed by Fred Bassetti. © 10Dec60; KK158822.

FOREMOST DAIRIES, INC. ©

Dutch Pride frozen dessert; vanilla imitation ice cream. Half gallon liquid. © 14Dec60; KK157141.

Forti-cal, a modified milk product; ready to serve, vanilla flavored, 900 calorie diet. One quart. © 21Nov60; KK157476.

FORMEX CORP. ©

The newest way to relaxation and fun, Floater Loafer. Model 601. Appl. author: Juhl Advertising Agency. © 1Jan61; KK156873.

FORMULETTE CO., INC. ©

Davol anti-colic nipples. Appl. author: Robert Lerner. © 30Oct60; KK159107.

Davol collar and seal sets. Appl. author: Robert Lerner. © 30Oct60; KK159108.

Davol unbreakable nipple covers. Appl. author: Robert Lerner. © 30Oct60; KK159109.

FORTUNE GAMES.

Gold Coast, the game of Africa. © Fortune Games, a firm composed of H. Yellin & Mary S. Yellin; 20Oct60; KK158894.

The story of Gold Coast; the game of Gold Coast. Instruction sheet. © Fortune Games, a firm composed of H. Yellin & Mary S. Yellin; 20Oct60; KK156303.

FOSTER-GRANT CO., INC. ©

Puppy sunglasses. © 28Mar61; KK157911.

FOUNDATION FOR COMMERCIAL BANKS.

Everybody's business is nobody's business. Are you making the same mistake with money? (In Life, Mar. 24, 1961, p.75) Appl. author: J. Walter Thompson Co. © 22Mar61; KK158329.

How many men are you at the same time? But how's your talent for handling money? (In Life, Jan. 25, 1961, p.67) Appl. author: J. Walter Thompson Co. © 25Jan61; KK158328.

FRAM AIRE CORP.

Fram turns on the heat for you. Fram, the nation's leading filter maker, takes the lead again to build your furnace filter business. AH-1283. Appl. author: Budd Brown. © Fram Aire Corp., division of Fram Corp.; 1Dec60; KK156966.

In modern motels your appearance sells, your welcome sells, but does your heating and air-conditioning sell? Total air control means ... Fram permachem-treated air filters. AH-1272. Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp.; 10Aug60; KK156963.

It's mid-winter filter change time. Fram furnace filters permachem-treated to kill 99% of trapped germs. AH-1282. Appl. author: Budd Brown. © Fram Aire Corp., division of Fram Corp.; 1Dec60; KK156965.

Permachem-treated air filters for furnaces and air conditioners, now in new FD-5 display sampler. AH-1273. Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp.; 10Aug60; KK156962.

Warning, your furnace filter may be dangerously dirty. Fram air filters. AH-1281. Appl. author: Budd Brown. © Fram Aire Corp., division of Fram Corp.; 1Dec60; KK156964.

FRAM CORP. FRAM AIRE CORP. SEE Fram Aire Corp.

FRANCO AMERICAN NOVELTY CO. ©

Build powerful sales, put sock in your box gags and novelties. New box gags. Appl. author: Robert Oumano. © 15Nov60; KK158635.

FRANKONIA. SEE Frankonia Products, Inc.

FRANKONIA PRODUCTS, INC.

License plated model cars, Chevrolet Corvair, including slide-in frame for license plates of all 50 states and Canada. © Frankonia, accepted alternative designation of Frankonia Products, Inc.; 4Jan61; KK157977.

FREEMAN SHOE CORP. ©

Freeman gives you the key to greater profits, the dynamic key moderns. Advertising service for retailers by Freeman. (In Boot and shoe recorder, Feb. 1, 1961, p.2) Appl. author: J. Walter Thompson Co. © 1Feb61; KK157709.

Key Moderns; American men prefer tailored dress shoes that take a casual turn. Style no.8431. (In The Saturday evening post, Mar. 18, 1961, p.69) Appl. author: J. Walter Thompson Co. © 14Mar61; KK158164.

Key moderns, by Freeman. Style no.2678. (In Time, Apr. 14, 1961, p.13) Appl. author: J. Walter Thompson Co. © 12Apr61; KK158567.

FREUD, MELVIN. ©

Stacy's. Rushton pink poodle and other toys. © 13Jan61; KK159533.

Twas the night before Christmas. Ideal walking Patti playpal & other toys. © 13Jan61; KK159598.

You'll always find the toys they want at Stacy's. Hassenfeld Bridg-it and others. © 13Jan61; KK159534.

You'll always find the toys they want at Stacy's. Highlander Stadium checkers and others. © 13Jan61; KK159532.

You'll always find the toys they want at Stacy's. Kenner Give-a-show projector and others. © 13Jan61; KK159535.

FRICK (W. H.) INC. ©

Once again, excellence from Frick, the new Frick PC-2 dish carrier. (In Institutions, May 1961, p.45) © 19Apr61; KK159272.

FRIGID FOODS CO. ©

Carnival; Cheerio, 6 delicious chocolate coated ice cream bars. Net contents 12 fl. ozs. © 21Mar61; KK158392.

Carnival; Fudgsicle, 6 tempting fudge treats. Net contents 15 fl. ozs. © 21Mar61; KK158393.

Carnival; Happy Time cones, 4 crunchy nut and chocolate top. Net contents 12 fl. ozs. © 21Mar61; KK158394.

Carnival; pure orange flavor Popsicle, 6 twin treats. Net contents 18 fl. ozs. © 21Mar61; KK158395.

FRUIT WINE PURVEYORS. ©

Wild Russian Vanya brand. © 15Jan61; KK158586.

G

G., A. SEE Gottlieb, Alfred D.

G. F. C. SEE General Foods Corp.

G.F.C. SEE General Foods Corp. Perkins Division.

GHC. SEE Grieve-Hendry Co., Inc.

GALDONE, PAUL. ©

Boy at bat, by Marion Renick. Pictures by Paul Galdone. Jacket illus. © 26Apr61; KK159488.

GALLOWAY, EWING. ©

Stock photos. 200691-G & other photographs. © 30Dec60; KK156848.

GANDY CO. ©

First and only fully farm-tested granular applicator. 901. Appl. author: Ebenhard S. Gandrud. © 15Feb61; KK157211.

901 granular chemical applicator for row crops. Appl. author: Ebenhard S. Gandrud. © 21Jan61; KK156415.

901 granular chemical applicator for row crops; 901 for John Deere planters. Appl. author: Ebenhard S. Gandrud. © 9Jan61; KK156297.

Wheel instructions for model W-5 Gandy wheel for measuring land. Appl. author: Ebenhard S. Gandrud. © 8May61; KK158810.

GARNEAU (JOSEPH) CO. ©

Usher's Green Stripe, the light, smooth scotch. (In The Wall Street journal, May 17, 1961, p.18) Appl. author: Albert Woodley Co., Inc. © 17May61; KK158998.

GATES & SONS, INC. ©

Faster and better forming than ever before with Gates new Whack-Back form ties. Rod-type; bar-type. Appl. author: Harrison Gordon Gates. © 29Jul60; KK156922.

For longer panel life, Gates metal corner guards. Rivet anvil & table & 4 other items. Appl. author: Harris Gordon Gates. © 12May60; KK156921.

GAYLORD PRODUCTS, INC. ©

Gayla beauti-cap. No.523. 3 nets. © 1Dec60; KK156085.

GENERAL DEVELOPMENT CORP. ©

8 pages that can change your life. The story of Port Charlotte, Fla. © 26Oct60; KK158730.

6 pages that can change your life. Port Charlotte, Florida, where retirement becomes ren-new-ment. © 2Nov60; KK158731.

This 6 page advertisement presents the story of re-new-ment. Here at Port Charlotte retirement is a happy word. © 15Nov60; KK158733.

Your retirement can become your re-newment. Here at Port Charlotte retirement is a happy word. (In Look, Oct. 11, 1960) © 17Sep60; KK158732.

GENERAL FIREPROOFING CO. ©

Goodform 600 chairs. © 1Feb61; KK157214.

1000 series; this new General Fireproofing executive and general office furniture has been created to reflect ... American architecture at its finest. © 1Sep60; KK156069.

GENERAL FOODS CORP. ©

And it's all so simple to prepare and store. Birds Eye frozen instant baby food; strained carrots. [Mrs. Elaine Hoffman & baby] (In Rochester times - union, Sept. 28, 1960, p.19) Appl. author: Benton & Bowles, Inc. © 28Sep60; KK156476.

Even the smell of them is so appetizing. Birds Eye frozen instant baby food; strained peas. [Mrs. A. J. Villani & baby] (In Rochester times - union, Sept. 28, 1960, p.13) Appl. author: Benton & Bowles, Inc. © 28Sep60; KK156474.

Famous for putting fun in foods and now, wow, it's here; the Open Pit barbecue sauce helps you make everyday foods flavor happy. Whamburgers; stewpendous; big chief beef. (In The Boston herald, Feb. 23, 1961, p.17) Appl. author: Young & Rubicam, Inc. © 23Feb61; KK158880.

Make tonight's supper stewpendous; something new to do to stew with the Open Pit barbecue sauce. (In The Detroit news, Dec. 7, 1960, p.18-C) Appl. author: Young & Rubicam, Inc. © 7Dec60; KK157402.

Mothers turn to revolutionary new baby food. Birds Eye frozen instant baby food: strained applesauce with tapioca. (In Times-leader, The Evening news, Wilkes-Barre, Pa., Jan. 25, 1961, p.17) Appl. author: Benton & Bowles, Inc. © 25Jan61; KK159476.

Mothers turn to revolutionary new baby food. Birds Eye frozen instant baby food; strained applesauce with tapioca. [Mrs. William Deacon & baby & 4 other mothers] (In Buffalo evening news, Dec. 1, 1960, section 3, p.37) Appl. author: Benton & Bowles, Inc. © 1Dec60; KK156478.

My son has found a new joy in eating, and I have found a new joy in feedings. Birds Eye frozen instant baby food; strained peaches with tapioca. [Mrs. Ernest J. Weirich & baby] (In Rochester times - union, Sept. 28, 1960, p.22) Appl. author: Benton & Bowles, Inc. © 28Sep60; KK156477.

New, Birds Eye frozen instant baby foods. Birds Eye frozen instant baby food: strained applesauce with tapioca. (In Baby post, Mar. 1961, p.8B) Appl. author: Benton & Bowles, Inc. © 23Feb61; KK159481.

New from Birds Eye. Birds Eye frozen instant baby food: strained peas and 2 others. (In Times-leader, The Evening news, Wilkes-Barre, Pa., Feb. 8, 1961, p.19) Appl. author: Benton & Bowles, Inc. © 8Feb61; KK159477.

Save 10¢ and eat like a million, get the Open Pit barbecue sauce. (In St. Louis post-dispatch, Mar. 15, 1961, p.10C) Appl. author: Young & Rubicam, Inc. © 15Mar61; KK158881.

Surprise the family with whamburgers. Hamburgers raised to new heights by the Open Pit barbecue sauce. (In New York journal-American, Mar. 14, 1961, p.20) Appl. author: Young & Rubicam, Inc. © 14Mar61; KK158879.

There is nothing better for baby than these freshly opened and mixed foods. Birds Eye frozen instant baby food; strained soup, vegetables with bacon. [Mrs. Barbara R. Spergenthal & baby] (In Rochester times - union, Sept. 28, 1960, p.50) Appl. author: Benton & Bowles, Inc. © 28Sep60; KK156475.

Treat your tribe to big chief beef; the Open Pit barbecue sauce helps you make everyday foods flavor happy. (In Ebony, Apr. 1961, p.113) Appl. author: Young & Rubicam, Inc. © 18Mar61; KK158884.

Watch your family go for Sloppy Joe barbecue beef; fun on a bun from the Open Pit barbecue sauce. (In The Detroit news, Nov. 9, 1960, p.16-A) Appl. author: Young & Rubicam, Inc. © 9Nov60; KK157401.

What a new & modern time-saver. Birds Eye frozen instant baby food; strained vanilla pudding. [Mrs. George Chaley & baby] (In Rochester times - union, Sept. 28, 1960, p.31) Appl. author: Benton & Bowles, Inc. © 28Sep60; KK156473.

What a saving in money. Birds Eye frozen instant baby food; strained applesauce with tapioca. [Mrs. Ralph Smith & baby] (In Rochester times - union, Sept. 28, 1960, p.58) Appl. author: Benton & Bowles, Inc. © 28Sep60; KK156472.

GENERAL FOODS CORP. PERKINS DIVISION.

Aunt Kate called. She's bringing the Duffy's and their kids (that'll make 7 more) Better make another pitcher of Kool-Aid. (In Life, Mar. 10, 1961, p.30) Appl. author: Leslie S. Mather. © General Foods, Perkins Division (in notice: General Foods Corp.); 10Mar61; KK157956.

Happy Mother's Day. Ladies first? Not when a smiling pitcher of Kool-Aid invites the whole thirsty family to help themselves. (In Ebony, May 1961, p.24) Appl. author: Leslie S. Mather. © General Foods, Perkins Division (in notice: General Foods Corp.); 1May61; KK159361.

There's only one Kool-Aid, but it comes in 11 different flavors. (In Life, Apr. 14, 1961, p.72-73) Appl. author: Leslie S. Mather. © General Foods, Perkins Division (in notice: General Foods Corp.); 14Apr61; KK158634.

GENERAL FOODS CORP. PERKINS - S. O. S. DIVISION. ©

Free jar of Twist, the year-'round soft drink. (In The Denver post, Oct. 16, 1960) Appl. author: Doris McBrady. © Perkins - S. O. S. Division, General Foods Corp. (in notice: General Foods Corp.); 16Oct60; KK156275.

Year-'round soft drink, Twist. Grape & 3 other flavors. (In Colorado Springs gazette telegraph, Dec. 4, 1960) Appl. author: Doris McBrady. © 4Dec60; KK157110.

GENERAL MILLS, INC. ©

Betty Crocker angel food mix; special birthday cake recipes. 1 lb. net wt. (Series no.20) © 15Feb60; KK157463.

Betty Crocker au gratin potatoes. Net weight 6.5 oz. (Series no.4) © 20Jul60; KK158013.

Betty Crocker au gratin potatoes; new with nippy cheese sauce mix. Net wt. 6.5 oz. (Series no.1) © 28Mar60; KK156015.

Betty Crocker Bisquick all-in-one baking mix; large size. Net wt. 2 1/2 lbs. (Series no.93A) © 13Oct59; KK157464.

Betty Crocker buttermilk Bisquick. Baking mix so rich you add water, not milk. 1 lb. 10 oz. net wt. (Series 1) © 29Dec60; KK157492.

Betty Crocker buttermilk pancake mix. 1 lb. 12 oz. net wt. (Series no.48E) © 24Feb61; KK159146.

Betty Crocker caramel fudge frosting mix. 14 oz. net wt. (Series no.12) © 24Feb61; KK159155.

Betty Crocker cherry fluff frosting mix. 7 1/4 oz. net wt. (Series no.12) © 24Feb61; KK159144.

Betty Crocker chocolate malt flavor frosting mix. 14 oz. net wt. (Series no.27) © 24Mar61; KK159158.

Betty Crocker creamy chocolate fudge flavor frosting mix. 14 oz net. wt. (Series no.27) © 24Feb61; KK159156.

Betty Crocker creamy white frosting mix. 14 oz. net wt. (Series no.11) © 13Feb61; KK159157.

Betty Crocker dark chocolate fudge flavor frosting mix. 14 oz. net wt. (Series no.1) © 31Mar61; KK159159.

Betty Crocker fluffy white frosting mix. 6 1/2 oz. net wt. (Series no.15) © 17Feb61; KK159143.

Betty Crocker Gold Medal applesauce cake mix. 14 oz. net wt. (Series no.1) © 8Mar61; KK159160.

Betty Crocker Gold Medal buttercream cake mix. 14 oz. net wt. (Series no.1) © 8Mar61; KK159163.

Betty Crocker Gold Medal chocolate fudge cake mix. 14 oz. net wt. (Series no.1) © 8Mar61; KK159164.

Betty Crocker instant mashed potatoes. Net weight 7.2 oz. (Series no.4) © 27Oct60; KK158014.

Betty Crocker instant mixing pie crust mix. 10 oz. net wt. (Betty Crocker pie crust mix) (Series no.20) © 12Nov59; KK157493.

Betty Crocker lemon fluff frosting mix. 6 1/2 oz. net wt. (Series no.3) © 24Feb61; KK159145.

Betty Crocker lemon velvet country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.1) © 13Apr61; KK159162.

Betty Crocker noodles Romanoff. Net wt. 5.75 oz. (Series no.1) © 19Apr61; KK159161.

Betty Crocker quick bake potato boats; with cheese sauce. Net weight 4.4 oz. (Series no.1) © 18Jan61; KK157465.

Betty Crocker scalloped potatoes; new with seasoned sauce mix. Net wt. 5.75 oz. (Series no.1) © 28Mar60; KK156014.

Betty Crocker scalloped potatoes, with seasoned sauce mix. Net weight 5.75 oz. (Series no.4) © 22Jul60; KK157682.

Bisquick, variety baking mix. Betty Crocker. Net wt. 2 1/2 lbs. (Series no.96) © 1Apr60; KK157491.

Hi-Pro, high protein flakes. Net wt. 6 1/2 oz. (Series no.1) © 14Jun60; KK156714.

Jets; goodness in sugar-toasted oats 'n wheat. Net wt. 10 oz. (Series no.7) © 7Mar61; KK159147.

Snipper-Doodler kit. Contents: 5 sheets of miracle Plastifoam, instruction sheets and ideas booklet. By O*celo. © 6Feb61; KK157446.

Trix; goodness in fruit-flavor corn puffs. Net wt. 8 1/2 oz. (Series no.11) © 8Mar61; KK159148.

Twinkles, star-shaped cereal; story book package. Twinkles and Bradley Bighorn, the mountain sheep. Net wt. 7 oz. (Series no.5E) © 30Mar61 (in notice: 1960); KK159154.

Twinkles, star-shaped cereal; story book package. Twinkles and Casey Jones. Net wt. 7 oz. (Series no.5C) © 30Mar61 (in notice: 1960); KK159151.

GENERAL MILLS, INC.-Con.

Twinkles, star-shaped cereal; story book package. Twinkles and fire-house no.99. Net wt. 7 oz. (Series no.5B) © 30Mar61 (in notice: 1960); KK159150.

Twinkles, star-shaped cereal; story book package. Twinkles and the balloon breaker. Net wt. 7 oz. (Series no.3E) © 19Sep60; KK156719.

Twinkles, star-shaped cereal; story book package. Twinkles and the bean-stalk. Net wt. 7 oz. (Series no.3A) © 19Sep60; KK156715.

Twinkles, star-shaped cereal; story book package. Twinkles and the day of rest. Net wt. 7 oz. (Series no.3C) © 19Sep60; KK156717.

Twinkles, star-shaped cereal; story book package. Twinkles and the double bubbles. Net wt. 7 oz. (Series no.3B) © 19Sep60; KK156716.

Twinkles, star-shaped cereal; story book package. Twinkles and the little kangaroo. Net wt. 7 oz. (Series no.5A) © 30Mar61 (in notice: 1960); KK159149.

Twinkles, star-shaped cereal; story book package. Twinkles and the moon man. Net wt. 7 oz. (Series no.3D) © 19Sep60; KK156718.

Twinkles, star-shaped cereal; story book package. Twinkles and the penguin family. Net wt. 7 oz. (Series no.5F) © 30Mar61 (in notice: 1960); KK159152.

Twinkles, star-shaped cereal; story book package. Twinkles and the Sanford tree. Net wt. 7 oz. (Series no.3F) © 19Sep60; KK156720.

Twinkles, star-shaped cereal; story book package. Twinkles and the telescope. Net wt. 7 oz. (Series no.5D) © 30Mar61 (in notice: 1960); KK159153.

Vehicular mechanical arm systems. Model 100 & others. (Bulletin 6-B130) © 11Nov60; KK156365.

GENERAL MOTORS CORP. ©

WCOD commercial self-service automatic washers by Frigidaire; special Frigidaire service and parts information. Appl. author: Clarence J. Aspenleiter. © 4Nov60; KK156301.

GEORGIA SANITARY POTTERY, INC. ©

You're sitting pretty with profits on the Dixie line. Leveline. (In Southern plumbing, heating & air conditioning, Apr. 1961, p.10) Appl. author: J. Howard Allison. © 15Apr61; KK158717.

GEORGIAN LIGHTING STUDIOS, INC. ©

Tone on Tone, by Georgian Lighting Studios, Inc. © 16Jun60; KK156036.

GERMAIN'S, INC. ©

America's most spectacular dark red grandiflora rose, Ben-Hur. (Poster) Appl. author: Sweeney, Krist & Dimm. © 1Jan61; KK156602.

Azalea, camellia, rhododendron and all acid loving plants fertilizer; 0-10-10. Net contents 1 quart. © 6Dec60; KK156308.

A two rose symphony by Germain's. Ben-Hur; San Francisco. © 20Dec60; KK157760.

GERO, GABRIEL. ©

7-Up. © 9Jan61; KK156652.

7up. © 19Jan61; KK156961.

GERSON, RUDY. ©

Fabiani. © 23Mar61; KK157913.

GIBSON REFRIGERATOR DIVISION, HUPP CORP. SEE Hupp Corp. Gibson Refrigerator Division.

GIBSON REFRIGERATOR SALES CORP.

Chest food freezer with sculptured trimline styling. Model H520C1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 6Jan61 (in notice: 1960); KK156451.

Deluxe two-temp refrigerator-freezer with sculptured trimline styling. Model 5713R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 6Jan61 (in notice: 1960); KK156450.

Food freezer with sculptured trimline styling. Model V518R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 6Jan61 (in notice: 1960); KK156452.

Ice master food freezer with sculptured trimline styling. Model V514R2. (Form no.F1616) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 7Oct60; KK156944.

Multi-room cooler with exclusive air sweep. B-1122-2; B1147-2. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 10Jan61 (in notice: 1960); KK156706.

New,slim trim luxury; deluxe combination refrigerator-freezer. Model TT911B & TT911C. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 13Dec60; KK156084.

New, slim trim luxury; special two-temp refrigerator-freezer. Model G-153F04. © Gibson Refrigerator Sales Corp., subsidiary of Supp Corp.; 18Nov60; KK156234.

New, slim trim luxury; trimline refrigerator. Model G-142F04. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 18Nov60 (in notice: 1959); KK156233.

GILBERT & BENNETT MANUFACTURING CO. ©

Vinyl-clad, rust-proof flower border or trellis. 25 feet. © 30Dec60; KK156307.

GILBERT HOTEL RESERVATIONS. ©

A message of interest to those who travel. Appl. author: Emilia C. Gilbert. © 28Feb61; KK157490.

GILLESPIE, WOODWARD H. ©

Roll-A-Hoop. © 31Mar61; KK158853.

GILLETTE CO. ©

Everyone knows the best thing in deals are free; Father's Day special. 195 adjustable razor; Blue Blades. (In Variety store merchandiser, May 1961, p.46-47) © 1May61; KK158841.

Everyone knows the best things in deals are free; Father's Day special. 195 adjustable razor; super Blue Blades. (In Chain store age, May 1961, grocery ed., p.208-209) © 30Apr61; KK158979.

Everyone knows the best things in deals are free; Father's Day special. 195 adjustable razor; super Blue Blades. (In Post exchange and commissary, May 1961, p.16-17) © 1May61; KK158940.

Everyone knows the best things in deals are free when you buy Gillette 195 adjustable razor with super Blue Blades; Right guard deodorant. (In American druggist, May 1, 1961, p.70-71) © 1May61; KK159094.

Father's Day special; free, 89¢ can of Right Guard power spray deodorant when you buy Gillette adjustable razor with super Blue Blades. © 24Mar61; KK158603.

Flexible, modern, new Gillette 10-hook pegboard. Thin Gillette blades & other merchandise. (In Chain store age, grocery ed., Jan. 1961, p.86) © 30Dec60; KK156185.

Free power-spray deodorant for men, Right Guard, with the Gillette 195 adjustable razor. (In Army times, May 20, 1961, p.51) © 20May61; KK159072.

Free power-spray deodorant for men with the Gillette 195 adjustable razor. Right guard deodorant. (In Leatherneck, June 1961, p.1) © 25May61; KK159315.

Free Right Guard deodorant with the Gillette 195 adjustable razor. (In New York Sunday news, comic section, p.12) © 21May61; KK159063.

Have you heard about it? You save 48¢ on Gillette's big bargain special. Foamy shaving cream; super Blue Blades. (In The Sporting news, Feb. 1, 1961, p.16-17) © 1Feb61; KK156570.

Have you heard about the new Gillette Super Blue Blade? [Two men performing on swings] (In Army Times, European ed., June 14, 1961, p.25. Frankfurt) © 14Jun61; KK159728.

Have you heard about the new Gillette super Blue Blade? Yeah, it's clean, man. Cleanest shaves ever. (In Army times, European ed. Frankfurt, Ger. May 17, 1961, p.51) © 17May61; KK159608.

Have you tried the new Gillette super Blue Blade? Germany. (In Army times, Mar. 7, 1961, p.59) © 7Mar61; KK157534.

Have you tried the new Gillette super Blue Blade? I caught on fast, what comfort. Gillette adjustable; Foamy shaving cream. (In Army times, European ed., Apr. 4, 1961, p.56. Frankfurt) © 4Apr61; KK158343.

Have you tried the new Gillette super Blue Blade? You bet, I really flipped for those easy shaves. Adjustable razor; Foamy shaving cream. (In Army times, Pacific ed., Apr. 19, 1961, p.50. Tokyo) © 19Apr61; KK158939.

Have you tried the new Gillette super Blue Blade? You can't miss with it. What easy shaving. (In Army times, European ed. Ger. May 3, 1961, p.47) © 3May61; KK159095.

Have you tried the new Gillette Super Blue Blade? Zip-out dispenser; Foamy shaving cream. Frankfurt. (In Army times, Mar. 22, 1961, p.52) © 22Mar61; KK157898.

Man, here's saving. Super Blue Blades; Foamy instant lather. (In Sunday news, New York, comic section, Jan. 22, 1961, p.6) © 22Jan61; KK156418.

New Gillette expansion, a giant program for the 1960's. Unprecedented demand for Gillette razors and blades, coupled with new product development, spurs multi-million dollar plant project. (In Boston Sunday globe, Jan. 8, 1961, business preview section, p.4) © 8Jan61; KK156211.

Save 48¢, Gillette special offer; dispenser of 15 Super Blue Blades plus giant foamy instant lather. © 21Dec60 (in notice: 1961); KK156723.

Special offer. Super Blue Blade 15's & gt. Foamy shave cream. © 26Oct60; KK158602.

A whopping Gillette deal. $1.00 super Blue Blade 15 dispenser plus .98 giant foamy instant lather, $1.98 value for only $1.50. (In Chain store age, grocery ed., Jan. 1961, p.36a) © 30Dec60; KK156184.

A whopping Gillette deal; super Blue Blade 15 dispenser plus giant foamy instant lather. (In Drug topics, Jan. 2, 1961, p.50) © 2Jan61; KK156223.

A whopping Gillette deal; super Blue Blade 15 dispenser plus giant foamy instant lather. (In Post exchange and commissary, Jan. 1961, p.24) © 1Jan61; KK156207.

A whopping Gillette deal; super Blue Blade 15 dispenser plus giant foamy instant lather. (In Variety store merchandiser, Jan. 1961, p.86) © 1Jan61; KK156208.

GILMONT (ROGER) INSTRUMENTS, INC. ©

Calibrated & correlated flowmeters. © 19May61; KK159167.

GINZBURG, RALPH. SEE Olive Branch Press.

GIRL SCOUTS OF THE U.S.A. ©

Spring-fresh Scoutogs, Girl Scout sportswear. © 10Mar61; KK159357.

GIVAUDAN-DELAWANNA, INC. ©

Nothing persuades like the fragrance impulse. Givaudan, masters of the fragrance impulse. Text: Leonard Stein; photo: Lester Krauss. (In Drug & cosmetic industry, June 1960, p.814B-814C) © 17Jun60; KK156552.

What is the fragrance impulse? Givaudan, masters of the fragrance impulse. Text: Leonard Stein; photo: Lester Krauss. (In Drug & cosmetic industry, Apr. 1960, p.532B-532C) © 22Apr60; KK156551.

What is the fragrance of adventure? Givaudan, first in the world of fragrance. (In Soap & chemical specialties, June 1960, p.46) © 20Jun60; KK156996.

What is the fragrance of romance? Givaudan, first in the world of fragrance. Text: Leonard Stein; photo: Lester Krauss. (In Drug & cosmetic industry, May 1960, p.604B-604C) © 18May60; KK156553.

GLASS FIBER PRODUCTS DIVISION, BLACK, SIVALLS & BRYSON, INC. SEE Black, Sivalls & Bryson, Inc. Glass Fiber Products Division.

GLATT, HERBERT. SEE Magla Products.

GLIDDEN CO. ©

Amazing new SeaKote enamel stays glossy white like this for a full year. Ripolin SeaKote. (In Popular boating, Mar. 1961, p.107-108) Appl. author: Meldrum & Fewsmith, Inc. © 25Feb61; KK158980.

New latex Spred house paint lasts 50% longer than conventional paints. (In This week, June 11, 1961, p.10) Appl. author: Meldrum & Fewsmith, Inc. © 11Jun61; KK159838.

New latex Spred house paint lasts 50% longer than conventional paints. 100% Cape Cod red 3620, and other colors. (In Better homes and gardens, June 1961, p.14-15) Appl. author: Meldrum and Fewsmith, Inc. © 18May61; KK159837.

The paint that makes wintertime decorating practical and so easy: Spred Satin; Spred Lustre. (In The Saturday evening post, Feb. 11, 1961, p.75) Appl. author: Meldrum & Fewsmith, Inc. © 7Feb61; KK145989.

She won't need to paint again till she wants to change colors. Reason: it's Spred Satin. (In The Progressive farmer, Apr. 1961, p.117) Appl. author: Meldrum & Fewsmith, Inc. © 15Mar61; KK159529.

Take just a color pickin' minute before you paint to choose ideas and new Spred Satin colors for spring decorating. (In Ladies' home journal, Apr. 1961, p.24-25) Appl. author: Meldrum & Fewsmith, Inc. © 30Mar61; KK159528.

GOFF (ROY) & CO., INC. ©

Chopped beef liver for your cat. (Goff and cat design) 7 1/2 oz. net weight. © 1Feb61; KK158457.

GOLDEN TRIANGLE EGG FARMS. ©

Golden Triangle Egg Farms. Cage eggs. Grade A large, one dozen. Net wt. 1 1/2 lbs. Appl. author: KVP Sutherland Paper Co. © 23Feb61; KK157326.

GOODERHAM & WORTS, LTD. ©

You can see it's lighter, you can taste it's lighter, too; turn to the light. Seven Star, America's lightest whiskey. (In The Detroit news, final ed., Apr. 28, 1961, p.2D) © 28Apr61; KK158744.

GOODMAN (A.) & SONS, INC. ©

Egg matzos for Passover. Net wt. 12 oz. © 7Dec60; KK157959.

Party-10s make delicious snacks & appetizers. Net wt. 8 ozs. © 7Dec60; KK159367.

Passover square matzos. One pound net. NM: additional pictorial matter. © 7Dec60 (in notice: 1955); KK159485.

GOODRICH (B. F.) CO. ©

Stop at the sign of the smiling tire; smileage dealer. Silvertown. (In Time, Mar. 16, 1959, p.1) © 16Mar59; KK156424.

GOODYEAR RUBBER CO. ©

Twirlettes, official sneakers designed by Mary Vanderhoff. T-7040-B. © 12Jan61; KK156330.

GORTON (SLADE) & CO., INC. ©

Tem Tasty Cape Cod style clam chowder base; keep frozen. 1 pint. Appl. author: Thomas Slade Gorton, Jr. © 1Feb61; KK156886.

GOSSARD (H. W.) CO. ©

For that Mardi Gras feeling; Answer. Deb pantie, girdle. (In Seventeen, Mar. 1959, p.61) Appl. author: Mrs. Marion P. Hilker. © 26Feb59; KK156251.

GOTCHER, LES. ©

The Dance-A-Tape Club. © 7Apr60; KK159685.

GOTTLIEB, ALFRED D. ©

The Voyager. © 22Oct60; KK156448.

GOULD-NATIONAL BATTERIES, INC. ©

Emergency lighting equipment 115 volt system. © 31Jan61; KK157067.

Engineering information: stationary cells with fully charged specific gravity of 1.170 or 1.190. © 31Dec60 (in notice: 1961); KK158399.

Instructions for unpacking and handling Gould plastic jar batteries. © 31Jan61; KK157923.

Kathanode construction with silconic diamond Z plates. Type KHZL motive power. © 31Jan61; KK158938.

GRACE LINE, INC. ©

Seafaring gentleman. (In The New Yorker, May 27, 1961, p.9) Appl. author: Kelly, Nason, Inc. © 27May61; KK159168.

GRAIN PROCESSING CORP. ©

A down-to-earth reason Solulac is always your most economical source of unidentified growth factors. (In Feedstuffs, Jan. 16, 1960, p.97) Appl. author: Dick Balzar. © 16Jan60; KK156847.

GRAND AWARD RECORD CO., INC. ©

Persuasive percussion; v.3. (Command records, RS 817 SD) © 15Nov60; KK156156.

GRANT, C. ©

Drink Pure Flo dee-eep well water, the finest swallow in town. 6 half gallons. © 15Mar61; KK159290.

GREAT ATLANTIC & PACIFIC TEA CO. ©

Marvel ice milk; vanilla. One half gallon. Appl. author: Norman Tejon. © 31Dec60; KK159689.

GREAT NATIONAL LIFE INSURANCE CO. ©

This life can be great for you. Appl. author: William D. Razo. © 10Mar61; KK157784.

GREATER NATIONAL CAPITAL COMMITTEE OF THE METROPOLITAN WASHINGTON BOARD OF TRADE. SEE Washington, D. C. Board of Trade. Greater National Capital Committee.

GREEN, LILLIAN.

Intermezzo. SEE House of Verde, Inc.

Jardiniere. SEE House of Verde, Inc.

Primavera. SEE House of Verde, Inc.

Tapestry. SEE House of Verde.

Tapis ornamental. SEE House of Verde.

Valencienne. SEE House of Verde.

GREEN GIANT CO. ©

Better mousetrap dept. Very young tender sweet peas; early peas with tiny onions. (In The New Yorker, Sept. 17, 1960, p.141) Appl. author: Leo Burnett Co., Inc. © 15Sep60; KK156757.

The big green man brings you a fiesta favorite; Mexicorn. (In McCall's, Nov. 1960, p.189) Appl. author: Leo Burnett Co., Inc. © 17Oct60; KK156750.

The big green man cuts you in on a new one, new Green Giant green beans. (In The Saturday evening post, Sept. 24, 1960, p.97) Appl. author: Leo Burnett Co., Inc. © 20Sep60; KK156765.

The big green man has a wonderful new line. Niblets [& 5 other food products] (In Life, Sept. 19, 1960, p.124) Appl. author: Leo Burnett Co., Inc. © 16Sep60; KK156754.

The big green man is a very down-to-earth fellow. Peas and mushrooms imperial. (In This week magazine, Aug. 28, 1960, p.13) Appl. author: Leo Burnett Co., Inc. © 27Aug60; KK157121.

The big green man puts a French accent on peas. Little peas with tiny onions. (In McCall's, Dec. 1960, p.70) Appl. author: Leo Burnett Co., Inc. © 25Nov60; KK156753.

The big green man puts a new slant on Green Giant green beans. (In The Saturday evening post, Oct. 29, 1960, p.85) Appl. author: Leo Burnett Co., Inc. © 25Oct60; KK156772.

The big green man puts his brand on a new kind of corn; new, shoe peg white corn. (In Chain store age, Sept. 1959, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 10Sep59; KK158722.

The big green man quick-cooks his Niblets corn. Niblets 'n ham royale. (In Life, Dec. 5, 1960, p.75) Appl. author: Leo Burnett Co., Inc. © 2Dec60; KK156779.

Brightest idea in this whole cornlovin' world, quick cooking; Niblets. (In Life, Oct. 10, 1960, p.120) Appl. author: Leo Burnett Co., Inc. © 7Oct60; KK156769.

The chef who didn't want to buy any peas; Kounty Kist brand peas. (In American restaurant magazine, Sept. 1, 1960, p.9) Appl. author: Leo Burnett Co., Inc. © 1Sep60; KK156763.

GREEN GIANT CO.-Con.

The dishwasher who told our salesman a few things. Niblets corn. (In Institutions magazine, Nov. 1960, p.46) Appl. author: Leo Burnett Co., Inc. © 1Nov60; KK156774.

Fresh country flavor. New Kounty Kist brand whole kernel corn. (In Institutions magazine, Oct. 1960, p.181) Appl. author: Leo Burnett Co., Inc. © 1Oct60; KK156766.

Fresh from the big green garden; very young tender sweet peas. (In Sunset magazine, Sept. 1960, p.131) Appl. author: Leo Burnett Co., Inc. © 25Aug60; KK156780.

Fresh-shucked flavor in a can; Niblets fresh corn. (In McCall's, Oct. 1960, p.195) Appl. author: Leo Burnett Co., Inc. © 17Sep60; KK156781.

Get $1.00 just for treating yourself to the newest member of the Green Giant family, new little brother size peas with the big sweet taste. (In The Daily herald, Provo, Utah, Sept. 15, 1960, p.10) Appl. author: Leo Burnett Co., Inc. © 15Sep60; KK156759.

Here's milk in your eye. Golden sweet corn cream style [& 3 other food products] (In The New Yorker, Oct. 8, 1960, p.140) Appl. author: Leo Burnett Co., Inc. © 6Oct60; KK156764.

Little peas bred to go with a prime rib from the Grand National; Le Sueur brand peas. (In House & garden, Oct. 1960, p.199) Appl. author: Leo Burnett Co., Inc. © 20Sep60; KK156762.

Little peas bred to go with plump, young Long Island ducklings; Le Sueur brand peas. (In House & garden, Nov. 1960, p.219) Appl. author: Leo Burnett Co., Inc. © 20Oct60; KK156751.

Meet the big green man's new little brother size peas with the sweet young taste. (In The Sacramento bee, Oct. 26, 1960, p.F-9) Appl. author: Leo Burnett Co., Inc. © 26Oct60; KK156756.

New, from the big green man; white shoe peg corn. (In Ladies' home journal, Dec. 1960, p.13) Appl. author: Leo Burnett Co., Inc. © 25Nov60; KK156770.

New quick-cooked whole kernel country style corn. (In The Sioux City journal, Dec. 8, 1960, p.B4) Appl. author: Leo Burnett Co., Inc. © 8Dec60; KK156761.

Newest member of the Green Giant family, new little brother size peas with the big sweet taste. (In The Sacramento bee, Sept. 14, 1960, p.G-4) Appl. author: Leo Burnett Co., Inc. © 14Sep60; KK156776.

November's best bet for heavy store action. The Green Giant's hibachi stove offer. (In Chain store age, Oct. 1960, p.14) Appl. author: Leo Burnett Co., Inc. © 30Sep60; KK156760.

Now in Cincinnati, pert little peas. In flavor they rival the petits pois of France; Le Sueur peas. (In The Post & times-star, Oct. 11, 1960, p.32) Appl. author: Leo Burnett Co., Inc. © 11Oct60; KK156777.

Now in Cincinnati, rare little peas. In flavor they rival the petits pois of France; Le Sueur peas. (In The Post & times-star, Cincinnati, Oct. 25, 1960, p.28) Appl. author: Leo Burnett Co., Inc. © 25Oct60; KK156778.

'Prize winning flavor at a good old-time saving; Kounty Kist corn. (In Good housekeeping, Nov. 1960, p.38) Appl. author: Leo Burnett Co., Inc. © 20Oct60; KK156755.

Prize winning flavor at a good old-time saving; Kounty Kist peas. (In Good housekeeping, Oct. 1960, p.212) Appl. author: Leo Burnett Co., Inc. © 20Sep60; KK156775.

Put your nose on the little green dot and see the Green Giant jump back on the can where he belongs. Niblets fresh corn. (In Life, Nov. 14, 1960, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 11Nov60; KK156767.

10 chances to win a new car in the Green Giant's compact car sweepstakes. Mexicorn [& 5 other food products] (In The Columbus dispatch magazine, Sept. 18, 1960, p.22-23) Appl. author: Leo Burnett Co., Inc. © 17Sep60; KK156752.

Tender sweet babies and their big green daddy. Peas and 'taters a la Green Giant. (In Sunset, Dec. 1960, p.107) Appl. author: Leo Burnett Co., Inc. © 25Nov60; KK156758.

What kind of corn eater are you? Niblets. (In Life, Dec. 26, 1960, p.71) Appl. author: Leo Burnett Co., Inc. © 23Dec60; KK156773.

You get a better slice of flavor from the big green man's new Green Giant green beans. (In The Saturday evening post, Nov. 19, 1960, p.99) Appl. author: Leo Burnett Co., Inc. © 15Nov60; KK156771.

You never had it so gold. New quick-cooked cream style corn from the Green Giant. (In Life, Oct. 24, 1960, p.52) Appl. author: Leo Burnett Co., Inc. © 21Oct60; KK156768.

GREETINGS UNLIMITED. FINCH PARTY PLAN. SEE Finch Party Plan.

GRIEVE-HENDRY CO., INC. ©

Cabinet ovens. HB series & 3 others. (Bulletin no.CA-400) © 15Dec60; KK156663.

Walk-in ovens. B1 series 650° F. electric & 2 others. (Bulletin no.W1-500) © 15Dec60; KK156664.

GRISWOLD CONTROLS. ©

Model 11 Flow Control-Meter, cycolac-acrylic body, 2-32 psi pressure absorption range. © 25Apr61; KK159309.

GROVE LABORATORIES, INC. ©

Assure, new medical discovery brings truly effective relief for menstrual discomfort at every stage. (In Peoria journal star, Nov. 29, 1960, p.A-4) © 29Nov60; KK156635.

Do you suffer from menstrual pain, tenseness, discomfort? Assure for women. (In The Toledo times, Apr. 18, 1961, p.9) Appl. author: Josephine Walsh. © 18Apr61; KK159769.

Relieve hemorrhoid swelling and pain, enjoy life again with Pazo formula. (In Boston Sunday globe, Jan. 29, 1961, magazine section, p.22) Appl. author: Gardner Advertising Co. © 29Jan61; KK158124.

Research finds new fast way to shrink hemorrhoids without surgery. Pazo lets you be active in comfort. (In Boston Sunday globe, Feb. 12, 1961, magazine section, p.10) Appl. author: Gardner Advertising Co. © 12Feb61; KK158259.

Research finds new fast way to shrink hemorrhoids without surgery. Pazo lets you be active in comfort. [Man working at tool bench] (In Boston Sunday globe, Feb. 26, 1961, magazine section, p.29) Appl. author: Gardner Advertising Co. © 26Feb61; KK158345.

Research finds new fast way to shrink hemorrhoids without surgery. Pazo lets you be active in comfort. [Woman carrying birthday cake, with little girl] (In Boston Sunday globe, Mar. 26, 1961, magazine section, p.29) Appl. author: Gardner Advertising Co. © 26Mar61; KK158397.

Research finds new fast way to shrink hemorrhoids without surgery. Pazo lets you be active in comfort. [Woman sewing dress on mannequin] (In Boston Sunday globe, Mar. 12, 1961, magazine section, p.27) Appl. author: Gardner Advertising Co. © 12Mar61; KK158344.

7 modern medications for hemorrhoid relief now all in 1 formula; Pazo. (In Boston Sunday globe, Jan. 15, 1961, magazine section, p.28) Appl. author: Gardner Advertising Co. © 15Jan61; KK158125.

When you're near to tears and dull with pain ... Assure acts more completely than aspirin to relieve menstrual pain, quiet nerves, restore normal activity. (In The Blade, Toledo, Apr. 11, 1961, p.16) Appl. author: Josephine Walsh. © 11Apr61; KK158561.

GROVE VALVE & REGULATOR CO. ©

Mity-Mite regulators. © 1Apr60; KK159371.

GRUBAUGH, JOANNE. ©

The Petoskey stone. © 15Apr61; KK159084.

GUILBERT, GASTON.

Tamure, tamure. SEE Criterion Records.

GUILD, C. HOWARD. SEE Guild Agency.

GUILD AGENCY.

Season 1960-61, Boston Garden home games; Bruins - Celtics. © Guild Agency, C. Howard Guild, owner; 20Sep60; KK156543.

GUILD PLASTICS, INC. ©

New, enjoy a cup of delicious French chocolate, taste tempting hot chocolate with creme topping. © 1Feb61; KK156794.

GULF CARTON DIVISION, ST. REGIS PAPER CO. SEE Gulf SR.

GULF SR.

Allens' old fashion flavor Mellorine. 123. One-half gallon liquid. Appl. author: M. H. Sturdivant. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 21Apr61; KK158908.

Buttercup ice cream. Vanilla. 311G. Contents one-half gallon liquid. Appl. author: Morgan H. Sturdivant. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 25Mar61; KK159165.

Golden Jersey vanilla ice cream. 308G. Contents one-half gallon liquid. Appl. author: Thomas L. Lang, Jr. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 15Mar61; KK159166.

Graham's Mellorine fresh strawberry. 114. Contents one-half gallon liquid. Appl. author: M. H. Sturdivant. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 18Nov60; KK156256.

Grand Valley vanilla Mellorine. 125. One-half gallon liquid. Appl. author: M. H. Sturdivant. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 22Apr61; KK158911.

Happy Valley ice milk; neapolitan. 129. Contents one-half gallon liquid. Appl. author: Thomas L. Lang, Jr. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 23Feb61; KK158910.

Hi Lo brand strawberry ice milk; high in protein, low in calories; a frozen dessert. Home pak. 117. Contents one-half gallon liquid. Appl. author: M. H. Sturdivant. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 18Nov60; KK156255.

Kinnett's Dari-Thrift ice milk; lemon. 310. Contents one-half gallon liquid. Appl. author: Morgan H. Sturdivant. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 3Apr61; KK158928.

Mello ice cream; peach. 135. Contents one-half gallon liquid. Appl. author: Warren G. Tyk. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 18Nov60; KK156259.

Miss Liberty ice cream. 130. Contents one-half gallon liquid. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 18Nov60; KK156449.

Old Plantation, delight of the South, chocolate ice cream. 115G. Contents one-half gallon liquid. Appl. author: Thomas L. Lang, Jr. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 26Jan61; KK158906.

Pelican ice cream; lemon. 124. Contents one-half gallon liquid. Appl. author: Thomas L. Lang, Jr. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 7Mar61; KK158907.

Seale-Lily ice cream; vanilla. 309-G. Contents one-half gallon liquid. Appl. author: Warren G. Tyk. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 30Mar61; KK158929.

Slender Sal, Dairyland angel food; vanilla ice milk. 132. Contents one-half gallon liquid. Appl. author: T. L. Lang, Jr. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 18Nov60; KK156258.

Superior's orange sherbet. 105. Contents one-half gallon liquid. Appl. author: M. H. Sturdivant. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 10Jan61; KK158909.

Vanity brand pasteurized strawberry ripple ice milk. 138. Contents one-half gallon liquid. Appl. author: Warren G. Tyk. © Gulf SR, accepted alternative designation of Gulf Carton Division, St. Regis Paper Co.; 18Nov60; KK156257.

GULF STATES PAPER CORP. ©

Neapolitan. Type C carton. Contents one half gallon liquid. © 15Mar61; KK158624.

Neapolitan. Type D carton. Contents one half gallon liquid. © 15Mar61; KK158623.

GUTH (EDWIN F.) CO. ©

For a new color dimension in luminous Gratelite ceilings, Standard Gratelite Kolordot Squares for decorative mosaic patterns and signs. (Form 101) © 25Apr61; KK158759.

New Standard Gratelite Kolordot Squares for decorative mosaic patterns and signs. Lighting since 1902. (Form 104) © 25Apr61; KK158761.

H

H. B. C. SEE Hills Bros. Co., Inc.

H. F. & CO. SEE Fishlove (H.) & Co.

HFMI. SEE House For Men, Inc.

HABAN MANUFACTURING CO. ©

For feed mills, two ways to extra profits with Haban compact portable husker-shellers. Appl. author: Morrison-Seymour, Inc. © 25May61; KK159733.

HAGUE, MORTON. ©

The Kandy Kid jacket for children's parties, the best party game ever. © 20Mar61; KK158780.

HAMILTON MANUFACTURING CO. ©

You and Hamilton work wonders with the new wash-and-wears; automatic washers and clothes dryers. (In Life, Mar. 9, 1959, p.89) © 9Mar59; KK156443.

HAMM (THEO.) BREWING CO. ©

From the land of sky blue waters. Can over horizon. Appl. author: Campbell-Mithun, Inc. © 1Jan61; KK156359.

From the land of sky blue waters. [Fishing plugs; glass of beer on bed of pine needles in lake] Appl. author: Campbell-Mithun, Inc. © 1Apr61; KK157907.

From the land of sky blue waters. Foam logo. © 1Mar61; KK157647.

From the land of sky blue waters. Horizontal glass. Appl. author: Campbell-Mithun, Inc. © 1Feb61; KK156822.

From the land of sky blue waters. [Man's hand pouring can of beer into glass] Appl. author: Campbell-Mithun, Inc. © 1May61; KK159000.

From the land of sky blue waters. Steak cookout. Appl. author: Campbell-Mithun, Inc. © 1Jun61; KK159584.

HAMMOND ORGAN CO. ©

The biggest and costliest fall advertising campaign in the entire history of the music industry; 10 full-page, two-color Hammond ads in October. (In Piano trade magazine, Oct. 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Oct60; KK157411.

Empty hours on your hands? The new Hammond self-contained organ in French Provincial style. (In House beautiful, Apr. 1961, p.5) Appl. author: Young & Rubicam, Inc. © 21Mar61; KK158886.

Famous organists and the Hammond organ. Says Jack Cookerly: the tonal colors and orchestral voices of the Hammond chord organ make it amazingly versatile. (In International musician, Nov. 1960, p.7) Appl. author: Young & Rubicam, Inc. © 1Nov60; KK157409.

Give the one that promises years of fun, the Hammond chord organ. (In Reader's digest, Dec. 1960, p.19) Appl. author: Young & Rubicam, Inc. © 21Nov60; KK157413.

Hammond drawbars let me blend my music perfectly with the orchestra, says Jerry Burke. (In International musician, Mar. 1961, p.6) Appl. author: Young & Rubicam, Inc. © 1Mar61; KK158889.

The Hammond idea that reverberated through an entire industry. (In Piano trade magazine, Sept. 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Sep60; KK157410.

How merry will Christmas be for Hammond dealers? (In Piano trade magazine, Nov. 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Nov60; KK158887.

The lovely look of a lively seller. This new Hammond self-contained organ ... looks lovely in the living room. (In Piano trade magazine, Feb. 1961, cover) Appl. author: Young & Rubicam, Inc. © 1Feb61; KK158890.

Luxurious new way to relax; the Hammond self-contained organ. (In Commerce magazine, Mar. 1961, p.233) Appl. author: Young & Rubicam, Inc. © 15Mar61; KK158891.

Season's greetings to Hammond dealers and the music industry. (In Piano trade magazine, Dec. 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Dec60; KK158877.

Sit down here and play your troubles away with just two fingers on the Hammond chord organ. (In The Saturday evening post, Feb. 4, 1961, p.13) Appl. author: Young & Rubicam, Inc. © 31Jan61; KK158885.

This is the Hammond spinet organ. (In The Saturday evening post, Sept. 24, 1960, p.15) Appl. author: Young & Rubicam, Inc. © 20Sep60; KK157414.

Two furniture magazines devote cover stories to Hammond quality. (In Piano trade magazine, Jan. 1961, cover) Appl. author: Young & Rubicam, Inc. © 1Jan61; KK158888.

An unusual Christmas gift. Now for any organ: Hammond reverberation. (In Life, Nov. 7, 1960, p.69) Appl. author: Young & Rubicam, Inc. © 3Nov60; KK157415.

What's the gift that's exciting and relaxing? The chord & 3 other organs. (In Life, Nov. 7, 1960, p.44-45) Appl. author: Young & Rubicam, Inc. © 3Nov60; KK157416.

HAND (PETER) BREWERY CO. ©

Meister Brau bock beer, the custom brew. Contents 12 fluid ounces. © 5Jan60; KK157934.

Meister Brau, the custom brew. Contents 12 fluid ounces. © 8Jan60; KK157933.

Put your confidence in Peter Hand vitamin A, consistently superior performance under varying conditions. (In Feedstuffs, May 31, 1958, p.3) © 31May58; KK156829.

HANNA-BARBERA PRODUCTIONS. ©

Quickdraw McGraw frame tray puzzle. Cook-out. No.4440. Whitman Pub. Co. © 9Nov60; KK156699.

Quickdraw McGraw frame tray puzzle. Covered wagon. No.4440. Whitman Pub. Co. © 9Nov60; KK156698.

HANNAU COLOR PRODUCTIONS. ©

Avion, the light aluminum travel trailer, built to outlast them all. (Avion Coach Corporation) Imperial 30' & 3 other trailers. © 31Dec60; KK158470.

HANSON, HENRY N. ©

Treasure chest mobile locker. © 1Apr61; KK158064.

HARDINGE CO., INC. ©

Ruggles-Coles dryers, heaters and coolers. Bulletin no.16-E. NM: text & illus. © 17Feb61; KK158546.

HARRIS & LOVE, INC. ©
Now available, a tested series of unusual newspaper advertisements for a bank in your area. We're going to have a new baby brother & 25 other ads. © 24May60; KK156026.

HARRISON, WILLIAM PENDLETON. ©
Your health is wealth, Rx. Vitamins increase vitality, buy all your vitamins from your druggist. © 11Feb61; KK157197.

HARVESTORE PRODUCTS DIVISION, A. O. SMITH CORP. SEE Smith (A. O.) Corp. Harvestore Products Division.

HARVEY FAMOUS CARTOONS. ©
Around the world with Casper and his friends. 6021. 6 to 9 years. 8 paint by number cards, 2 paint palettes and brush. © 16Mar61; KK158511.

HARVIC MANUFACTURING CORP. ©
Chark-El, the amazing all electric Magic Grate char-broiler with sectional controlled heat. Model EC-2B & 3 others. (Form no.H37-9-60) © 14Oct60; KK156369.
Etco, electric-thermal-convection oven, the first in the field of electric cooking. A tribute to a revolutionary char-broiler, Chark-El. Model SEC-5. © 21Dec60; KK156370.

HATCO. SEE Hatco Corp.

HATCO CORP.
The Econo-Mite; a new compact Hatco booster heater for the rinse cycle of commercial dishwasher. Appl. author: La Reine Hatch. © Hatco, accepted alternative designation of Hatco Corp.; 17Nov60; KK156304.

HAWKINS, RAYMOND E. ©
Nifty-thrifty sewing kit. [Heart-shaped box made of plastic] © 1Sep60; KK159190.

HAZELLE, INC. ©
Little Play Theatre presents Ditto the clown, a one-act playlet for marionettes. Appl. author: Hazelle Rollins. © 22Jun61; KK159778.

HEADS & THREADS, INC. ©
Hex-citing news from Heads and Threads, importers of quality fasteners; Hex head bolts. (In Industrial distribution, Oct. 1960, p.85) © 1Sep60; KK156004.

HENRY FIELD'S.
Buy direct-by-mail from a company that's been pleasing gardeners for generations. SEE Field (Henry) Seed & Nursery Co.

HERCULES POWDER CO. ©
Powder data. Appl. author: F. E. Schmitt, Jr.
No.
102-1. Pro-fax polypropylene. © 6Oct60; KK158085.
105-1. Parlon, Hercules chlorinated rubber. © 16Jan61; KK158088.
215-1. Petrex 130H-60T, a co-ester of petrex acid and hydrogenated rosin. © 10Nov60; KK158086.
231-1. Staybelite Ester 10, the glycerin ester of hydrogenated rosin. © 8Dec60; KK158087.
252. Abitol, technical hydroabietyl alcohol. © 24Jan61; KK158089.
253. UFC 7626, a new urea-formaldehyde concentrate (1:2.6) © 3Feb61; KK158091.
254. UFC 7147, a liquid urea-formaldehyde concentrate (1:4.7) © 3Feb61; KK158090.
254-1. UFC 7147, a liquid urea-formaldehyde concentrate (1:4.7) © 15Mar61; KK158093.
255. Cellolyn 502-60X, a nondrying alkyd for quality finishes. © 14Feb61; KK158092.
256. UFC 8545, high-strength urea-formaldehyde concentrate (85%, 1:4.5) © 28Mar61; KK158097.
257. Cellolyn 582-60X, a versatile, nondrying alkyd for pale finishes. © 17Mar61; KK157892.
258. Pentalyn 255, an alcohol-soluble, ammonia-dispersible resin. © 17Mar61; KK157891.
407-2. Ceron N, AN, and CN, water-soluble derivatives of natural polymers. © 5Dec60; KK156023.
712. Staybelite resin, hydrogenated wood rosin. © 21Dec60; KK156048.
714. Dymerex resin, a high-melting polymerized rosin. © 21Dec60; KK156047.

HERTZ RENT A CAR.
For getting work done or having more fun, Hertz puts you in the driver's seat. (In Life, Jan. 18, 1960, p.68-69) Appl. author: Norman, Craig & Kummel, Inc. © Hertz Rent A Car, div. of Hertz Systems, Inc.; 15Jan60; KK156581.

HERTZ SYSTEMS, INC. HERTZ RENT A CAR. SEE Hertz Rent A Car.

HEUBLEIN (G. F.) & BRO. ©
True sherry starts here. HW-0-26 ACS. Harvey's cocktail sherry. (In New York times magazine, May 14, 1961, p.36) © 14May61; KK159297.

HEUBLEIN, INC. ©
Bell's scotch, light, but not thin; it's the pleasant character of Bell's scotch whisky that makes it such a favorite with Highlanders themselves. 12 (Royal Vat) & Special Reserve. (In Gourmet, Mar. 1961, p.39) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 1Mar61; KK157065.
Bell's scotch, light, but not thin; you'll never find a gentler scotch than Bell's. 12 (Royal Vat) & Special Reserve. (In The New York times, Feb. 14, 1961, p.25) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 14Feb61;KK157064.
More cocktails and less straight drinks are the coming thing. (In Package store management, May 1961, p.35) Appl. author: L. C. Gumbinner Advertising Agency. © 15Apr61; KK158834.
What this country needs is a good 25¢ cocktail. Get with it, new low price sends Heublein cocktail sales soaring. Tony Randall plays the bored and happy husband. (In Liquor store, Mar. 1961, p.39) Appl. author: L. C. Gumbinner Advertsing Agency. © 1Mar61; KK158050.
What this country needs is a good 25¢ Manhattan. Enjoy Heublein cocktails at home. Tony Randall plays the bored and happy husband. (In Life, Mar. 10 1961, p.15) Appl. author: L. C. Gumbinner Advertising Agency. © 8Mar61; KK158049.
What this country needs is a good 25¢ manhattan. Enjoy Heublein cocktails at home, they cost less than plain whiskey. Tony Randall & model. (In Hartford times, Apr. 11, 1961, p.17) Appl. author: L. C. Gumbinner Advertising Agency. © 11Apr61; KK158672.
What this country needs is a good 25¢ martini. Enjoy Heublein cocktails at home, they cost less than plain liquor. Tom Poston. (In Life, Apr. 21, 1961, p.139) Appl. author: L. C. Gumbinner Advertising Agency. © 19Apr61; KK158674.
What this country needs is a good 25¢ Martini. Tom Poston. (In Hartford times, Apr. 17, 1961, p.13) Appl. author: L. C. Gumbinner Advertising Agency. © 17Apr61; KK159171.

HEUBLEIN. STE. PIERRE SMIRNOFF FLS. ©
Bloody Mary; vodka sour. Smirnoff vodka. (In Daily news, Mar. 14, 1961, p.42) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 14Mar61; KK158865.
Smirnoff vodka gimlet. (In Daily news, Mar. 8, 1961, p.60) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 8Mar61; KK158864.

HEUBLEIN. STE. PIERRE SMIRNOFF FLS. SEE Smirnoff (Ste. Pierre) Fls.

HICKOK. SEE Hickok Manufacturing Co.

HICKOK MANUFACTURING CO. ©
Hickok golden age of Christmas giving. Crusader dual initial cuff links and tie bar set & other gifts for men. (In Look, Dec. 20, 1960, p.75) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © Hickok Manufacturing Co. k.a. Hickok; 13Dec60; KK156131.
The well-coordinated man wears coordinated casuals by Hickok. Sparta & 5 other belts. (In Los Angeles times, Mar. 26, 1961, men's fashions section, p.26) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 26Mar61; KK158684.
The world's first magnetic belt. The Magnebelt by Hickok. (In Esquire, June 1961, p.148) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 18May61; KK159314.

HIGGINS, ELIZABETH S. ©
Asistacar; an emergency car kit. © 30Jan61 (in notice: 1960); KK156916.

HILLOCK, JOHN C. ©
AARO EE-ZZ-AD signs. (In Indianapolis star, Mar. 19, 1961, p.2, section 3) © 19Mar61; KK159295.

HILLS BROS. COFFEE, INC. ©
At home or away. Coffee. (In Minneapolis Sunday tribune, Apr. 16, 1961, p.31) Appl. author: N. W. Ayer & Son, Inc. © 16Apr61; KK158920.

HIRSH (S. A.) MANUFACTURING CO. ©
Custom built accessories for your new Hirsh work & hobby bench. Appl. author: David Shulman. © 15May61; KK159596.
Here's the Father's Day item every man wants. New, all steel work & hobby bench. Model no.W102. Appl. author: David Shulman. © 1Jan61; KK156182. (See also Hirsh (S. A.) Manufacturing Co.; 1Apr61; KK159141)
Here's the Father's Day item every man wants. New, all steel work & hobby bench. Model no.W102. Appl. author: David Shulman. © 1Apr61; KK159141. (See also Hirsh (S. A.) Manufacturing Co.; 1Jan61; KK156182)

Hirshline wire shelf baskets for food stores, drug stores, hardware stores; accessories for better self-service selling. Model T 1000, T 2000, T 3000. Effective Apr. 1, 1961. Appl. author: David Shulman. © 4Apr61; KK158007.

Important prices, specifications and general information; Shelv-It-All steel shelving. Appl. author: David Shulman. © 28Dec60; KK156056.

Looking for extra storage space? Shelv-It-All. Appl. author: David Shulman. © 21Apr61; KK158464.

Model B422. [Shelving] Appl. author: David Shulman. © 15May61; KK159595.

New, all steel work & hobby bench. Model no.W102. Appl. author: David Shulman. © 1Jan61; KK156182.

Note: This heavy duty Shelv-It-All unit is supplied with extra sway braces. Appl. author: David Shulman. © 4Apr61; KK158307.

A place for everything and everything in its place with Shelv-It-All steel shelving. Appl. author: David Shulman. © 1Dec60; KK156057.

A real profit maker for you, by Hirsh. New, all steel work & hobby bench. (Form no.W102-A) Appl. author: David Shulman. © 1Jan61; KK156950.

Shelv-It-All by Hirsh steel shelving. Appl. author: David Shulman. © 15May61; KK159597.

HITCHCOCK, ALFRED.
Why, a mystery game. SEE Bradley (Milton) Co.

HOAGUE-SPRAGUE CORP. ©
Bowling belles. You can depend on Gotham brand athletic footwear. B-1048-B. © 14Feb61; KK158691.

Buckys; shoes of pride. B-1038-B. © 2Dec60; KK157225.

Junior grads. J-4023-B. © 1May61; KK159082.

Somersaults, by Consolidated. S-7067-B WD. © 4Apr61; KK158692.

Treadeasy shoes; our one aim, your comfort. T-7042-B. © 17Oct60; KK157224.

Wilbur Coon. W-7021-B. © 12Sep60; KK157223.

HOBBY CATALOGS. ©
Hobbies are family fun. [Family group] © 16Aug60; KK157678.

Hobbies are family fun. [Framed members of family] © 19Aug59; KK157679.

HODES DANIEL CO., INC. ©
You can have what you see with money from C. I. T. Balanced borrowing service. © 1Apr61; KK158737.

HOLIDAY FROSTED FOOD CO. ©
10 all beef minit steaks. Net wt. 14 oz. © 21Apr61; KK158454.

HOLLAND WIRE PRODUCTS, INC. ©
This is the mattress that makes you want to say good morning. © 1Feb61; KK158296.

HOME-BURGER SALES.
Try this delightful new Coney Burger; shapes hamburgers to fit hotdog buns. © Frank J. Wirken d.b.a. Home-Burger Sales; 5Dec60; KK156793.

HOME OIL CO. ©
All in favor of Home Oil heating service say grrr. It's the g-r-r-r-eatest. Gulf solar heat. (In New Canaan advertiser) Appl. authors: John Barteau & Gerard P. Ryan. © 22Nov60; KK156931.

I can't see anything, but Home Oil heating service. It's the g-r-r-r-eatest. Gulf solar heat. (In New Canaan advertiser) Appl. authors: John Barteau & Gerard P. Ryan. © 10Nov60; KK156932.

Is the Home Oil man here so soon? Boy, that's service. It's p-u-r-r-r-fect. Gulf solar heat. (In Stamford advocate, Oct. 6, 1960) Appl. authors: John Barteau & Gerard P. Ryan. © 6Oct60; KK157124.

Maybe I'm nosy, but why don't you switch to Home Oil? It's the g-r-r-r-eatest. Gulf solar heat. (In Stamford advocate) Appl. authors: John Barteau & Gerard P. Ryan. © 13Oct60; KK157125.

Mister, you can't sell me anything but Home Oil service. It's p-u-r-r-r-r-fect. Gulf solar heat. (In New Canaan advertiser, Nov. 17, 1960) Appl. authors: John Barteau & Gerard P. Ryan. © 17Nov60; KK157171.

Next to goldfish, I love a Home Oil heated home. It's p-u-r-r-r-fect. Gulf solar heat. (In The Darien review) Appl. authors: John Barteau & Gerard P. Ryan. © 3Nov60; KK156930.

A secret, mother knew these folks use Home Oil service. It's the g-r-r-r-eatest. Gulf solar heat. (In New Canaan advertiser, Oct. 27, 1960) Appl. authors: John Barteau & Gerard P. Ryan. © 27Oct60; KK157172.

Who wouldn't be happy in a home with Home Oil service? It's p-u-r-r-r-r-fect. Gulf solar heat. (In Stamford advocate, Oct. 20, 1960) Appl. authors: John Barteau & Gerard P. Ryan. © 20Oct60; KK157123.

HOOD (H. P.) & SONS, INC. ©
Ice cream; butter pecan. 1 pint liquid. © 2Apr61; KK158806.

Ice cream; chocolate. 1 pint liquid. © 2Apr61; KK158803.

Ice cream; chocolate whirl. 1 pint liquid. © 2Apr61; KK158807.

Ice cream; coffee. 1 pint liquid. © 2Apr61; KK158805.

Ice cream; maple walnut. 1 pint liquid. © 2Apr61; KK158804.

Ice cream; strawberry. 1 pint liquid. © 2Apr61; KK158801.

Ice cream; vanilla. 1 pint liquid. © 2Apr61; KK158809.

Ice cream; vanilla & chocolate. 1 pint liquid. © 2Apr61; KK158808.

Ice cream; vanilla-chocolate-strawberry. 1 pint liquid. © 2Apr61; KK158802.

Milk sherbet. 1 pint liquid. © 2Apr61; KK159102.

HOUSE FOR MEN, INC. ©
Blue Spark bay rum. No.305. 8 oz. Appl. author: Port Studios. © 22Jan61; KK157434.

HOUSE OF CHAIRS.
From The House of Chairs. © William M. Jones d.b.a. The House of Chairs; 24Nov60; KK156222.

HOUSE OF SEAGRAM, INC. CALVERT DISTILLERS CO. SEE Calvert Distillers Co.

HOUSE OF VERDE, INC. ©
Intermezzo. Appl. author: Lillian Green. © 24Jan61; KK159114.

Jardiniere. Repeat paper with border printed on one side. Printed on 10' strips. Appl. author: Lillian Green. © 6Jan60; KK159112.

Primavera. A light area design most suitable for bedrooms and kitchens. 2 panels printed on 10 foot strips 28" wide, 65" high. Appl. author: Lillian Green. © 9Sep60; KK159113.

Tapestry. An elegant Damask design handsomely placed within a simulated wood moulding. Printed on 10 foot strips 28" wide. Appl. author: Lillian Green. © 24Jan61; KK159115.

Tapis ornamental. Truly a magnificent reproduction of an original Louis XVI period design. 2 panels 60" printed on 10 foot strips 28" wide. Appl. author: Lillian Green. © 24Jan61; KK159116.

Tuileries; a superlative five-panel scenic depicting a formal French garden scene of extraordinary charm. Appl. author: Lillian Green. © 11May60; KK159187.

Valencienne. A versatile decoration combining the softness of lace with importance. Printed on 10 foot strips 28" wide. Appl. author: Lillian Green. © 24Jan61; KK159117.

HOUSEHOLD FINANCE CORP. ©
An HFC loan for every purpose. (In Army times, Jan. 21, 1961, p.15) Appl. author: Needham, Louis & Brorby, Inc. © 21Jan61; KK156792.

HUDNUT, RICHARD. ©
Excitingly new, exclusively you. Lip Quick, the world's first roll on lip color. (In Vogue, Nov. 1, 1959, p.52) © 1Nov59; KK158272.

Sensational new kind of lipstick, rolls on flowing color smoothly, cleanly, quickly; revolutionary new form of lipstick takes beauty world by storm. Lip Quick. (In Ladies' home journal, Nov. 1959, p.2) © 1Nov59; KK158455.

HUMBLE OIL & REFINING CO. ©
Happy days in upper Arlington; grand opening. (In Upper Arlington news, Feb. 16, 1961, p.12) Appl. author: McCann-Erickson, Inc. © 16Feb61; KK157592.

HUMBLE OIL & REFINING CO. PATE DIVISION. SEE Pate.

HUNT FOODS, INC. ©
The modern way to cook with tomato, just pour in Hunt's sauce for zippy barbecued pork chops. (In Ladies' home journal, Jan. 1961, p.17) Appl. author: Young & Rubicam, Inc. © 29Dec60 (in notice: 1961); KK157425.

HUPP CORP. SEE Gibson Refrigerator Sales Corp.

HUPP CORP. ALUMA CRAFT BOAT CO. SEE Aluma Craft Boat Co.

HUPP CORP. GIBSON REFRIGERATOR DIVISION. ©
A and B series air conditioners with exclusive air sweep. A-185-1, A-185-2, B-1165-2, B-1165-8. © 7Oct60; KK157390.

Chest food freezer with sculptured trimline styling. Model H516C1. © 7Oct60; KK157388.

Chest food freezer with sculptured trimline styling. Model H518C1. © 7Oct60; KK157387.

Chest food freezer with sculptured trimline styling. Model H524C1. © 7Oct60; KK157389.

Deluxe electric range with sculptured trimline styling. Model 230R6. © 7Oct60; KK157393.

Deluxe electric range with sculptured trimline styling. Model 637R6. © 7Oct60; KK157391.

Imperial automatic electric range with sculptured trimline styling. Model 430R6. © 7Oct60; KK157396.

HUPP CORP. GIBSON REFRIGERATOR DIVISION.-Con.
Imperial automatic electric range with sculptured trimline styling. Model 837R6. © 7Oct60; KK157392.
Slumber Master, personal carry home air conditioner. D-155-1 & D-155-1K. © 7Oct60; KK157395.
Sovereign automatic electric range with sculptured trimline styling. Model 530R6. © 7Oct60; KK157394.
T and G series air conditioners: T-190-1S, T-1150-2, T-1150-8, T-185-1R, T-185-2R, T-1145-2R, with exclusive air sweep and new window free design. (Form no.A1419) © 7Oct60; KK157964.

HUPP CORP. GIBSON REFRIGERATOR SALES CORP. SEE Gibson Refrigerator Sales Corp.

HYDROJET MARINE CORP. ©
Power, maneuverability, economy, experience. Proven reliable Hydrojet system pays for itself. (In Marine news, Apr. 1961, p.39) © 1Apr61; KK159509.
Power, maneuverability, economy, experience. Proven reliable Hydrojets pay for themselves. (In The Work boat, Apr. 1961, p.5) © 25Mar61; KK159510.

HYDRO-TORQ PUMP CO., INC. ©
Hydro-torq pump; theory of operation. Appl. author: Anderson Billy Fly. © 9Jan61; KK159682.

HYSTER CO. ©
Parts & service. [Mechanical man] (In Service man magazine, Jan. 1961, p.9) © 2Jan61; KK157386.

I

I. D. L., INC. ©
Do it yourself sign maker kit samples. © 15Apr60; KK156612.
I. D. L. do it yourself sign maker kit. © 4Jan60; KK157159.

ILC. SEE International Latex Corp.

IDEAL TOY CORP. ©
Flying Pizza. No.4075-8. Includes two pans and two pizzas. © 10Jan61; KK159043.
Jolly Junior fix-it carry all truck. Take apart, put together. No.3050. © 13Dec60; KK158116.
Jolly Junior fix-it fire truck. Take apart, put together. No.3052. © 13Dec60; KK158118.
Jolly Junior fix-it tow truck. Take apart, put together. No.3051. © 13Dec60; KK158117.
Monkey Stix jewelry. © 13Oct60; KK159140.
Monkey Stix Out West. © 13Oct60; KK159139.

IMAGINATION ENTERPRISES. ©
12 different party bridge tallies, room to write. T-149. Appl. author: Walter L. Abell, Jr. © 20Mar61; KK158119.

IMPACT ADVERTISING. ©
Bunk beds. Complete, mattress, guard rails, ladder. No.F-1. Appl. author: Gross-Hatch Advertising. © 28Sep60; KK157201.
Carpet event. 3 rooms wall-to-wall, $300. Appl. author: Gross-Hatch Advertising. © 28Sep60; KK157203.
It's big, in comfort and value, and stunningly styled, 3 piece sectional. Two-piece sectional; davenport & chair. No.F-3. Appl. author: Gross-Hatch Advertising. © 25Jan61; KK157698.
Leads a double life to give you double value, Tuck-a-Bed. No.F-2. Appl. author: Gross-Hatch Advertising. © 28Nov60; KK157200.
Power-buying brings a stupendous value, Simmons mattress and matching box spring set. No.F-6. Appl. author: Gross-Hatch Advertising. © 28Sep60 (in notice: 1961); KK157202.
Your choice, any rug. The size you need, the weave you want, the price you've waited for. Appl. author: Gross-Hatch Advertising. © 3Oct60; KK157196.
Your choice, wool or nylon. Carpet three rooms, installed wall to wall just $294. No.18. Appl. author: Gross-Hatch Advertising. © 5Feb61; KK157714.

INCO. SEE International Nickel Co., Inc.

INDEPENDENT GROCERS' ALLIANCE DISTRIBUTING CO. ©
Oven fresh brown 'n serve enriched rolls. Net weight 12 ounces. © 12Jul60; KK158061.
Oven fresh sweet rolls. © 12Jul60; KK158058.
Oven fresh, 12 donuts. © 6Jul60; KK158063.
Tablerite franks. 1 lb. net wt. © 27Jul60; KK158059.
Tablerite grade A, medium. One dozen eggs. © 25May60; KK158062.
Tablerite mayonnaise. One quart. © 5Oct60; KK158054.
Tablerite pasteurized process cheese spread. Net wt. 2 lbs. © 14Jul60 (in notice: 1959); KK158056.
Tablerite pure lard. Net wt. 4 lbs. © 20Apr60 (in notice: 1959); KK158057.
Tablerite salad dressing. One quart. © 5Oct60; KK158060.
Tablerite sandwich spread. One pint. © 5Oct60; KK158055.

INDUSTRIAL PRECISION PRODUCTS CO. ©
Peg hooks for perforated board. Small loop hook & other items. Distributor price list no.1000 effective Oct. 1, 1960. Appl. author: Archie Anders. © 27Dec60; KK156171.

INDUSTRIAL RETAINING RING CO. ©
Engineering specifications. Catalog no.61. Appl. author: Vincent Stabile. © 1Mar61; KK159136.
Price list, effective March 1, 1961. Appl. author: Vincent Stabile. © 1Mar61; KK159135.

INDUSTRIAL SAVINGS BANK, ST. PETERSBURG, FLA.
You can have $1,000 on a piggy bank budget. Appl. author: Stanley R. Nutting. © Industrial Savings Bank; 13Apr61; KK159358.

INGRAHAM, EVERETT L. SEE Ingraham Productions.

INGRAHAM PRODUCTIONS.
Sequoia. Label for phonograph record. © Everett L. Ingraham, d.b.a. Ingraham Productions; 21Dec60; KK158893.

INJECTION MOLDERS SUPPLY CO., INC. ©
Handy order form. It's easy to order injection machine nozzles from IMS. Appl. author: A. Reynolds Morse. © 20Dec60; KK156587.
PMS silicone parting agent. Net wt. 20 oz. Appl. author: A. Reynolds Morse. © Injection Molders Supply Co.; 13Jun61; KK159748.

INLAND HOMES CORP. ©
Breaking the price barrier; grand opening of the value packed economy Vanguard. © 8May61; KK158814.
Breakthrough in low cost housing: The value-packed Economy Vanguard. (In Manufactured homes, Jan. 1961, p.19) © 17Jan61; KK156915.
Inland Homes asks that you compare. Economy Vanguard series & 3 other series. (In Manufactured homes, Apr. 1961, p.18) © 7Apr61; KK158134.
1961 furniture package. © 16Jan61 (in notice: 1960); KK157176.
Thunderbird features; Matador features. Your future is in Meadowlawn, a community of happy families. © 18Mar61; KK158079.
Westedge features city park ... 15 minutes from downtown Dayton. The mustang. Built & sold by Riesser, Inc., builders of quality homes. © 8Apr61; KK158762.

INTERNATIONAL BUSINESS MACHINES CORP. ©
IBM executary, an announcement from International Business Machines Corporation. (Form no.545-0008) © 17Sep60; KK157828.
IBM executary educational services. 542-0008. © 17Oct60; KK157824.
IBM executary for a more effective executive/secretary team. Combination unit. 545-0004. © 17Sep60; KK157825.
IBM executary for a more effective executive/secretary team. Executive unit. 545-0001. © 17Sep60; KK157826.
IBM executary for a more effective executive/secretary team. Secretarial unit. 545-0003. © 17Sep60; KK157827.
IBM executary for better dictating/transcribing for a better executive/secretary team. 545-00010. © 17Sep60; KK157830.
IBM executary operational guide for a better executive/secretary team. Executive unit & 2 other units. 545-0002. © 17Sep60; KK157829.

INTERNATIONAL LATEX CORP. ©
Ask for demonstration of new presterilized disposable baby bottle; Playtex nurser. P-2014. © 15Feb61; KK157849.
Ask your doctor about this new disposable baby bottle; Playtex nurser. P-2012. © 15Feb61; KK157843.
Ask your doctor about this new presterilized disposable baby bottle; Nurser. NB11. © 23Jan61; KK157342.
Ask your doctor about this new presterilized disposable baby bottle; Nurser. NB14. © 23Jan61; KK157343.
Ask your doctor about this new presterilized disposable baby bottle; Playtex nurser. Nurser kit. P-2011. © 1Mar61; KK157832.
Displays available. Playtex 1961 swim cap line. No.3507 floor fixture & 2 other displays; no.958 balloon & other swim caps. P-5028. © 23Jan61; KK157344.
Doctors agree, immediate cold application minimizes injuries. New amazing Kwik-Kold instant ice pak provides 20 degree cold within 2 seconds. [Injured basketball player] P-4001. © 20Feb61; KK157833.
Doctors agree, immediate cold application minimizes injuries. New amazing Kwik-Kold instant ice pak provides 20 degree cold within 2 seconds. [Injured construction worker; nurse giving aid] P-4002. © 20Feb61; KK157834.
The fashion is dots for tots, Playtex polka dot Party Pants. P-1126. © 5Jan60; KK156509.

Four exciting new Playtex window displays for the new Playtex Living bra with Stretch-Ever elastic. P-8169. © 15Feb61; KK157836.

Free, limited time only, Playtex Living bra, reg. 3.95, when you buy a Playtex girdle, 8.95 and up. G-963. (Free Playtex Living bra, reg. 3.95) © 15Feb61 (in notice: 1960); KK157846.

Life with baby on daddy's day off; it's a happier life with Playtex baby pants, Dryper disposable diapers, bibs. (In Life, Mar. 31, 1961, p.83) Appl. author: Reach, McClinton & Co., Inc. © 29Mar61; KK157771.

Limited time only. Free Playtex Living bra, reg. 3.95, when you buy a Playtex girdle, 8.95 and up. G-960. © 15Feb61 (in notice: 1960); KK157844.

Lovelier hands in only 9 days. Playtex Living gloves. P-3050. © 15Jan61; KK157348.

New, clinging back won't ride up, Playtex Magic-Cling bra 2.50. BR-406. © 15Feb61; KK157837.

New golden Playtex, the girdle with the all-new sheer-miracle fabric lining. P-7134. © 1Nov60; KK156506.

New panty girdle banishes thigh bulge. Golden Playtex now with soft, sheer cloth inside. P-7146. © 15Feb61; KK157842.

New panty girdle banishes thigh bulge, golden Playtex. P-7145. © 23Jan61; KK157345.

New, Playtex Living bra with Stretch-Ever elastic lasts up to 3 times longer. P-8168. © 15Feb61; KK157840.

New, sheer-miracle fabric lining in the all-new Golden Playtex girdle. © 1Nov60; KK156514.

New, soft, sheer cloth lining; all-new golden Playtex girdle. G-951. © 15Feb61; KK157847.

Now, it's soft, sheer cloth inside; new golden Playtex. Girdles. G-957. © 15Feb61; KK157845.

Now, it's soft, sheer cloth inside; new golden Playtex girdle. G-954. © 15Feb61; KK157839.

Now, it's soft, sheer cloth inside; new golden Playtex, the girdle you see on TV. P-7143. © 15Feb61; KK157841.

Playtex, America's fastest selling swim caps, announces these styles available on open stock basis. No.937 Playtex children's swim cap & 3 other styles. P-5023. © 1Nov60; KK156668.

Playtex baby pants and bibs. © 1May61; KK159365.

Playtex cotton-Dacron bra. © 17Nov60; KK156513.

Playtex Dryper disposable diapers. © 1May61; KK159366.

Playtex Fashion-Magic bra. © 28Nov60; KK156512.

Playtex fashion window display kit for the new Playtex Magic Cling bra. 4 exciting new ideas for your store windows. P-8165. © 15Feb61; KK157835.

Playtex Living bra. Beauty-Shape cups 160. © 10Nov60; KK156511.

Playtex waterproof baby panty. No.489. © 9Jan61 (in notice: 1960); KK157346.

See it now, the new sheer-miracle fabric lining in the all-new golden Playtex girdle. G-945. © 1Nov60; KK157848.

Sensational, an elastic bra that lasts up to 3 times longer than an ordinary cotton bra; new, Playtex Living bra. (In Ebony, Jan. 1961, p.13) Appl. author: Reach, McClinton & Co., Inc. © 16Dec60 (in notice: 1961); KK156237.

Stand, stoop, sit, it won't ride up, Playtex girdle with new cool cotton lining. G-967. © 15Feb61; KK157838.

Survival in hostile space on hostile seas. ILC space suit. (In Missiles and rockets, May 29, 1961, p.13) Appl. author: Reach, McClinton & Co., Inc. © 29May61; KK159816.

Wash, wash, wash ... Playtex plisse baby pants. P-1125. © 5Jan60; KK156510.

INTERNATIONAL METAL PRODUCTS DIVISION, MCGRAW-EDISON CO. SEE McGraw-Edison Co. International Metal Products Division.

INTERNATIONAL NICKEL CO., INC. ©

How Inco nickel helps put the power in today's outboards. [Picture of power boat pulling girl on water skis, and two other pictures] (In Newsweek, June 12, 1961, p.53) © 8Jun61; KK159834.

INCO-Canada unlocks nickel resource in Northern Manitoba. (In U. S. news & world report, Apr. 10, 1961, p.68) © 3Apr61; KK158462.

Inco platinum metals aid design and manufacture of new wonders. (In U. S. news & world report, Mar. 13, 1961, p.113) © 6Mar61; KK157946.

INTERNATIONAL PAPER CO. ©

Salute to the States. Jan. 1961. [Outline map of U. S.] © 15Dec60; KK156002.

Salute to the States. Feb. 1961. Alabama. © 15Jan61; KK156461.

Salute to the States. Mar. 1961. New York. © 15Feb61; KK156891.

A salute to the states. Apr. 1961. Michigan. © 15Mar61; KK157661.

A salute to the States. May 1961. South Carolina. © 15Apr61; KK158260.

A salute to the states. June 1961. Illinois. © 15May61; KK159004.

IONAC CHEMICAL CO. ©

Defoamers: no.1840, no.1841, no.1842. (Ionac technical bulletin, CS-114) © 18Apr61; KK158342.

ISAACS, BERT BENJAMIN. SEE American Clock Co.

ISODINE PHARMACAL CORP. ©

Biggest Isodine consumer promotion ever; buy one, get one free. Isodettes & 5 other products. (In California pharmacy, Jan. 1961, p.19) Appl. author: Reach, McClinton & Co. © 25Dec60; KK156637.

Now, instantly spray away sore throat pain; Isodine antibiotic throat spray. © 29Jan61; KK157831.

Stop sore throat pain fast; Isodettes, antibiotic throat lozenges. Appl. author: Reach, McClinton & Co., Inc. © Isodine Pharmacal Corp., Inc.; 1Jan61 (in notice: 1960); KK156494.

You make more, your customers save more, with these new economy sizes. Isodettes; Isodine gargle. (In Chain store age, Dec. 1960, p.54) Appl. author: Reach, McClinton & Co., Inc. © 10Dec60; KK156238.

ITKIN BROS., INC. ©

A beehive of activity needs Itkin furniture & partitions. (In The New York times, Apr. 12, 1961, p.4) Appl. author: Smith/Greenland Co. © 12Apr61; KK158153.

A busy executive needs a planned Itkin office. Office furniture, interiors, lease plans. (In New York world telegram & sun, June 5, 1961, p.2) Appl. author: Smith/Greenland Co. © 5Jun61; KK159347.

If everything points to steel, Itkin is armed with the most exciting designs in steel office furniture. Gauntlet. (In World telegram & sun, New York, Mar. 27, 1961, p.2) Appl. author: Smith/Greenland Co. © 27Mar61; KK157742.

If you have steel on your mind, Itkin is armed with the most exciting designs in steel office furniture. (In The New York times, Mar. 29, 1961, p.4) Appl. author: Smith/Greenland Co. © 29Mar61; KK157772.

Speaking of steel, Itkin is armed with the most exciting designs in steel office furniture. Helmet profile. (In New York world telegram & sun, Apr. 24, 1961, p.3) Appl. author: Smith/Greenland Co. © 24Apr61; KK158414.

What a day to play Frustration, the new game of office planning and furnishing. Office furniture and interiors. (In The New York times, Feb. 20, 1961, p.9) Appl. author: Smith-Greenland Co. © 20Feb61; KK156895.

Why sink working capital into office furnishings? Lease from Itkin. (In The New York times, May 31, 1961, p.48) Appl. author: Smith/Greenland Co. © 31May61; KK159237.

IT'S-A-DILLY CO. ©

Now, enjoy these tantalizing taste treats at the famous Dilly-Bar Cactus Room. (In The Courier-Freeman, Oct. 6, 1960, p.9) © 6Oct60; KK156235.

J

J & J. See Johnson & Johnson.

J. L. C. SEE Lowe (Joe) Corp.

JTCCS. SEE Tar (Jack) Continental Chocolate Shop.

JAMIESON, MALCOLM.

Berkeley Hundred bourbon. SEE Beattie, Henry Holland.

JAMISON MANUFACTURING CO. ©

Jamison fantasy equipment. Moon rocket & 3 others. © 28Feb61; KK159100.

JELENKO (J. F.) & CO., INC.

The big news in prosthetics, new Jelenko Hi-Fi functional bite material. © J. F. Jelenko & Co., Inc. (in notice: J. F. Jelenko, Inc.; 1Feb61; KK159399.

JELENKO (J. F.) INC. SEE Jelenko (J. F.) & Co., Inc.

JERKS SOCKS, INC. ©

Pair 'n Spare, two and a spare for the price of a pair. © 8Feb61 (in notice: 1960); KK157080.

JET SPRAY COOLER, INC. ©

Jet Spray Cooler's advanced engineering brings you the Satellite model. © Jet Spray Corp.; 1Nov60; KK158288.

Model JS-6 parts list and in and out of warranty procedure. © 1Sep60; KK158286.

Model TJ-2 parts list and in and out of warranty procedure. © 30Jan61; KK158287.

JIFFY ENTERPRISES, INC. ©
Pastel color picture hangers. Holds 15 lbs. Mfrs. no.419. © 31Dec60; KK156678.

JIFFY PRODUCTS CORP. ©
Jiffy Sew, instant liquid mender; sews clothes in 60 seconds without needle and thread. Net weight 1 1/2 oz. © 9May61; KK158821.

JOHN'S, INC. ©
Assortment no.12, 160 lush green Dew-Kist plants. Big 5" & 6" selection. © 20Feb61; KK157586.
Foliage plant assortment no.12; 160 lush green DewKist plants. Colorful azaleas in bud and bloom. © 30Dec60; KK156117.
News about indoor foliage plants from Florida. © 9May61; KK158788.

JOHNSON (S. C.) & SON, INC. ©
Holiday car washing cream with built-in shine. B-1465. Contents 15 1/2 fl. oz. © 1Dec59; KK158105.
They're outselling other brands so fast, they're too hot not to handle. Scuffed-shoe polish; paste-polish kit; self-shining polish. (In Food world, season's greetings 1960, p.23) Appl. author: Needham, Louis & Brorby, Inc. © 2Nov60; KK156791.

JOHNSON (S. C.) & SON, INC. SERVICE PRODUCTS DIVISION.
Porelon, the shape of things to come; micro-porous plastic. © S. C. Johnson & Son, Inc. (in notice: Service Products Division, S. C. Johnson & Son, Inc.); 1Jul59; KK157775.

JOHNSON (SAM) & SON'S FISHERIES, INC. ©
Skipper Sam brings you new prices ... today's best fish, winter-fresh frozen. (New prices on today's best winter-fresh frozen fish) © 23Jan61; KK156435.

JOHNSON & JOHNSON. ©
Did you gamble away today's pay? Rapid-Flo filter disks. (In Pure milk news, Oct. 1960, p.17) © 1Oct60; KK157098.
Did you gamble away today's pay? Rapid-Flo Rolstrip. (In The dairyman, Aug. 27, 1960, p.11) © 1Aug60; KK157097.
Dress-a-Doll disks, for dressing your own dolls and making other novelties. Contents 50 6-inch disks. © 20Feb61; KK157632.
Fragile, handle with Johnson's. Baby powder & 6 other products. (In Baby and child care 1960, p.10) © 2Mar60; KK156697.
Fresh, new personal washcloths every-day; Day-lee. (In Hospital management, May 1960, p.99) © 1May60; KK156525.
A major advance in the control of hemorrhage. Surgicel, absorbable hemostat. P-278. © 15Nov60; KK157095.
Marine first aid kit. Put sea safety first. Sodium chloride tablets & other products. © 1Jul60; KK157101.
New Band-Aid clear tape. Perforated, permits skin to breathe. (In A.S.T.A. journal, Sept. 1960, p.75) © 1Sep60; KK157094.
New Johnson & Johnson marine first aid kit has these new, unique features. Sodium chloride tablets & other products. © 1Jul60; KK157102.
Push-button bandaging. Scan spray-on wound dressing. P-248-A. © 15Nov60; KK157099.
Rapid-Flo milk filters for safe filtration plus the Rapid-Flo check-up for mastitis and sediment. © 1Mar61; KK157635.
Specialist ready-cut splints save time, work, material, cast-weight. Sof-Rol cast padding. (In Orthopedics, 1960, p.221-224) © 1Sep60; KK157096.
Surgicel absorbable hemostat. The latest development from the research laboratories of Johnson & Johnson. © 17Feb61; KK157958.
Warranty protection; another blue-line Ray-Tec x-ray detectable sponge, the new strip sponge. © 1Mar61; KK157631.
Win for yourself. Get on board for the Johnson & Johnson A.O.R.N. convention contest. (In Hospital topics, 1960, p.71-72) © 1Sep60; KK157093.

JOHNSON & JOHNSON. HOSPITAL DIVISION.
A new release from the Johnson & Johnson film library: A new surgical absorbable hemostat. (In Hospital management) © Johnson & Johnson Hospital Division (in notice: Johnson & Johnson); 1Dec60; KK157628.

JOHNSON & JOHNSON. PERMACEL DIVISION. SEE Permacel.

JOHNSON & SCHMIDT. ©
Bar X ready-to-eat smoked sliced beef; chopped, pressed, cooked. 4 oz. net wt. © 21Nov60; KK156180.

JONES, WILLIAM M. SEE House of Chairs.

JOSEPHU, JOSEPH d.b.a. SCULPTO. SEE Sculpto.

K

KCC. SEE Knudsen Creamery Co.

K. E. CO., INC. SEE Kings Electronics Co., Inc.

K. P. CO. SEE Klein Pest Control Co.

K. T. C. SEE Korvette Tire City.

KVP SUTHERLAND PAPER CO. ©
Top Treat chocolate ice cream. Half gallon liq. © 5Jun61; KK159801.
Top Treat ice cream. Half gallon liq. © 5Jun61; KK159804.
Top Treat neapolitan ice cream. Half gallon liq. © 5Jun61; KK159805.
Top Treat strawberry ice cream. Half gallon liq. © 5Jun61; KK159802.
Top Treat vanilla ice cream. Half gallon liq. © 5Jun61; KK159803.

KAERCHER, JAMES D.
Hobo soup. SEE Kaercher, Lemuel A.

KAERCHER, LEMUEL A.
Hobo soup; heat 'n eat. Contents 16 oz. © Lemuel A. Kaercher & James D. Kaercher; 26Feb60; KK156217.

KALLMAN, BERT T. SEE Kallman's Nurseries.

KALLMAN NURSERIES. ©
Kallbrand quality-bred plant specials. © 18Feb61; KK157206.
Shop and save at Mesa, Gardenland Nurseries. © Kallman Nurseries (in notice: Kallman's Nurseries); 23Jan61; KK156642.

KANE (SAM) WHOLESALE MEAT, INC.
Pure lard symbol. © 8Jun61; KK159575.

KARAGHEUSIAN (A. & M.) INC. ©
In your family room, it's do, not don't. Gulistan carpet & Viko, by Baumritter. (In Good housekeeping, Oct. 1959, p.57) © A. & M. Karagheusian, Inc. & Baumritter Corp.; 10Oct59; KK157456.
Now, a lovely, liveable Gulistan carpet, at a price you can live with. Boy with dog. (In Better homes & gardens, May 1961, p.17) Appl. author: Foote, Cone & Belding. © 20Apr61; KK158429.

KARNOFSKY, EDMUND. SEE Squire Shop.

KARP, LEON.
Karp. SEE Artists Equity Assn., Inc. Philadelphia Chapter.

KATHER, ALFRED C. ©
Fold 'n Cary. Umbrel-O-Hat. © 18Feb61; KK156893.
Fold 'n Cary Umbrel-O-Hat; all weather. New storm & sun fashions. © 7Apr61; KK159083.
Fold 'n Cary. Umbrel-O-Hat. (Fold and Carry) NM: additions. © 6Mar61; KK157353.

KAY ELECTRIC CO. ©
Auto-Node. Noise figure test set. (Catalog no.791-A) NM: revised specifications. © 16Mar61; KK157973.
Gain Set, model 625-A; gain or loss measurements. © 20Mar61; KK158161.
Pinlite news. Mar. 1961. NM: revision & additions. © 20Mar61; KK158158.
Sonalyzer, model 30; a 30 channel all electronic spectrum analyzer. NM: "revised text." © 20Mar61; KK158486.
Sona-Sweep all electronic model M. © 20Mar61; KK158159.

KEEBLER BISCUIT CO., division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

KELLOGG CO. ©
Bran fans; 40% bran flakes. (In TV guide, Apr. 1, 1961, p.A-69) Appl. author: Leo Burnett Co., Inc. © 29Mar61; KK158583.
Choo-choo-choose Kellogg's sweet-eatin' favorites. (Train) Sugar Frosted Flakes & 4 other cereals. (In Chicago's American, Jan. 29, 1961, comics, p.3) Appl. author: Leo Burnett Co., Inc. © 29Jan61; KK157025.
City slicker with a corn-fed appetite. Corn flakes. Red umbrella. (In Life, Apr. 21, 1961, p.65) Appl. author: Leo Burnett Co., Inc. © 17Apr61; KK158580.
Civilized way to get the vigorous virtues of rice in the raw; Rice Krispies. Bananas. (In Life, Mar. 24, 1961, p.32) Appl. author: Leo Burnett Co., Inc. © 20Mar61; KK158578.
Civilized way to get the vigorous virtues of rice in the raw; Rice Krispies. Strawberries. (In Life, Apr. 7, 1961, p.2) Appl. author: Leo Burnett Co., Inc. © 3Apr61; KK158577.
The complete protein breakfast that's quick as instant coffee; Special K. Milk bottle. (In Better homes & gardens, Mar. 1961, p.85) Appl. author: Leo Burnett Co., Inc. © 21Feb61; KK158576.
Gro-Pup can end hit-and-miss feeding. Ribbon dog food. (In TV guide, Jan. 14, 1961, p.A-23) Appl. author: Leo Burnett Co., Inc. © 11Jan61; KK157027.
Gro-Pup T-bone, the snack that's packed with good nourishment. Dog biscuits. [Box] (In TV guide, Jan. 21, 1961, p.A-24) Appl. author: Leo Burnett Co., Inc. © 18Jan61; KK157028.
Gro-Pup T-Bone, the snack that's packed with good nourishment. Dog biscuits. [Dog looking up at woman's hand extending biscuit] (In Suburbia to-

day, Feb. 6, 1961, p.23) Appl. author: Leo Burnett Co., Inc. © 6Feb61; KK157030.

How to put extra protein into your cookie jar. Special K cookies. (In Better homes & gardens, Feb. 1961, p.28) Appl. author: Leo Burnett Co., Inc. © 19Jan61; KK157033.

Most people are smarter than average. The cereal they eat more than any other is Kellogg's corn flakes. (In Argus leader, Sioux Falls, S. D., Dec. 13, 1960, p.12) Appl. author: Leo Burnett Co., Inc. © 13Dec60; KK156236.

New compact food supplies the nutritional boost so many people need. Concentrate. (In Sunset, Jan. 1961, p.91) Appl. author: Leo Burnett Co., Inc. © 25Dec60; KK157031.

New, compact food supplies the nutritional boost so many people need; Concentrate. (In Sunset, Mar. 1961, p.198) Appl. author: Leo Burnett Co., Inc. © 25Feb61; KK158582.

No shortening, no frying, no turning. Corn-crisped chicken made with Kellogg's corn flake crumbs. (In Better homes & gardens, Feb. 1961, p.106) Appl. author: Leo Burnett Co., Inc. © 19Jan61; KK157034.

No shortening, no frying, no turning, corn-crisped fish ... made with Kellogg's corn flake crumbs. (In Better homes & gardens, Mar. 1961, p.76) Appl. author: Leo Burnett Co., Inc. © 21Feb61; KK158575.

Table scraps can short change your dog. Gro-Pup ribbon. (In Suburbia today, Jan. 2, 1961, p.10) Appl. author: Leo Burnett Co., Inc. © 2Jan61; KK157029.

To dog lovers taking a chance on scrap feeding. Gro-Pup ribbon dog food. (In TV guide, Jan. 7, 1961, p.A-42) Appl. author: Leo Burnett Co., Inc. © 4Jan61; KK157026.

To each his own, 10 fresh individual servings of 8 favorites. Variety. Open tops. (In Life, Apr. 28, 1961, p.89) Appl. author: Leo Burnett Co., Inc. © 24Apr61; KK158581.

What's the good word, bird? Corn flakes. Yogi Bear. (In Life, Feb. 24, 1961, p.48) Appl. author: Leo Burnett Co., Inc. © 20Feb61; KK158579.

When the world opens its mouth for breakfast, the cereal most often put in it is Kellogg's corn flakes. (In Sioux Falls argus leader, Jan. 31, 1961, p.10) Appl. author: Leo Burnett Co., Inc. © 31Jan61; KK157024.

Why the Green Bay Packers put Kellogg's Concentrate on their training table. (In Time, Jan. 27, 1961, p.45) Appl. author: Leo Burnett Co., Inc. © 25Jan61; KK157032.

KELLY, GEORGE WILLIAM. SEE Bahadur of India.

KEL-VITRA LABORATORIES.

Equi-min, natural organic mineral concentrate for horses. Net weight 2 1/2 lbs. © C. Chester Williams d.b.a. Kel-Vitra Laboratories; 22Sep60; KK159500.

KEMP (E. F.) CORP. ©

Golden Glow red pistachios in the shell. 6 oz. net. (Golden Glow pistachios) NM: changes in pictorial material. © 16Nov60; KK156833.

Golden Glow salted almonds, selected. 6 1/2 oz. net. (Golden Glow almonds) NM: changes in pictorial material. © 16Nov60; KK156840.

Golden Glow salted cashews, fancy. 6 oz. net. (Golden Glow cashews) NM: changes in pictorial material. © 16Nov60; KK156835.

Golden Glow salted mixed nuts without peanuts. 6 oz. net. (Golden Glow mixed nuts) NM: changes in pictorial material. © 16Nov60; KK156839.

Golden Glow salted peanuts, blanched Virginias. 7 oz. net. (Golden Glow peanuts) NM: changes in pictorial material. © 16Nov60; KK156838.

Golden Glow salted pecans, selected. 5 oz. net. (Golden Glow pecans) NM: changes in pictorial material. © 16Nov60; KK156834.

Golden Glow salted Spanish peanuts. 7 oz. net. © 16Nov60; KK156163.

Golden Glow Signature salted mixed nuts without peanuts. 7 oz. net. (Golden Glow mixed nuts) NM: changes in pictorial material. © 16Nov60; KK156837.

Golden Glow Step-A-Head salted mixed nuts. 6 oz. net. (Golden Glow mixed nuts) NM: changes in pictorial material. © 16Nov60; KK156836.

Golden Glow white pistachios in the shell. 7 oz. net. NM: changes in pictorial material. © 29Dec60; KK157433.

KEMP, ROBERT. ©

Pompi internal window film instruction sheet. © 1Dec60; KK156545.

KENNER PRODUCTS CO.

Doozies, builds thousands of funny animal faces. No.131. 9 stacking sections. © Kenner Products Co., accepted alternative designation of Bromo-Mint Co.; 6Feb61 (in notice: 1960); KK157448.

Doozies, builds thousands of funny faces 8-at-a-time. Deluxe set no.230. 24 stacking sections. © Kenner Products Co., accepted alternative designation of Bromo-Mint Co.; 6Feb61 (in notice: 1960); KK157449.

Doozies, builds thousands of funny faces 4-at-a-time. No.130. 12 stacking sections. © Kenner Products Co., accepted alternative designation of Bromo-Mint Co.; 6Feb61 (in notice: 1960); KK157447.

Firefly, the light-up crib exerciser by Kenner. No.377. Complete with safe pen-lite battery. © Kenner Products Co., accepted alternative designation of Bromo-Mint Co.; 27Oct60; KK158645.

KENTILE, INC. ©

Kentile asphalt tile on today's smartest floors. Woodgrain. (In Successful farming, Mar. 1959, p.45) © 1Mar59; KK158290.

KERN VALLEY PACKING CO. ©

KV brand smoked bacon. Skillet. Net weight one pound. © 23Dec60; KK157383.

KERSKER, INC. ©

Your personal monthly pocket memo, compliments of Huntington National Bank. Appl. author: William H. Kersker, Jr. © 19Dec60; KK156102.

Your personal monthly pocket memo, compliments of S. W. Schellenger, Agency Superintendent, Buckeye Union Insurance Companies. Mar. 1961. Appl. author: William H. Kersker, Jr. © 1Mar61; KK157239.

KEY PRODUCTIONS, INC. ©

Key Productions, Inc., introduces Little Gus, an appropriate, winsome line drawing. Appl. author: John E. Schroeder. © 23Nov60; KK156442.

KEYSTONE BAKERY, INC. ©

Soft Spun, old time enriched bread. Wt. 1 lb. Appl. author: American Can Co. © 8May61; KK158987.

KIEKHAEFER CORP. ©

Another Mercury outboard exclusive; single-lever full gear shift, 6 to 80 hp. Endorsed by the Glenn Kirkpatrick family. (In Dallas times herald, Mar. 29, 1961, p.4-D) Appl. author: Baker/Johnson & Dickinson. © 29Mar61; KK158827.

Fishermen who know all the angles choose Mercury glide-angle twins. 22 hp Merc 200; 15 hp Merc 150; 9.8 hp Merc 100; 6 hp Merc 60. (In True's fishing and hunting yearbook, 1961 ed., p.17) Appl. author: Baker/Johnson & Dickinson. © 19Jan61; KK156878.

Mercury, most powerful name in outboards for '61; gives you the good things first. 80 hp Merc 800 & other outboards. (In New York world-telegram and sun, Jan. 13, 1961, p.35) Appl. author: Baker/Johnson & Dickinson. © 13Jan61; KK156879.

Mercury outboard skiing fours for cruising and fishing, too. Endorsed by Vicki Van Hook & Chuck Stearns. (In Oakland tribune, Apr. 14, 1961, p.D51) Appl. author: Baker/Johnson & Dickinson. © 14Apr61; KK158829.

Mercury outboards, choice of water sports champions; as chosen by the editors of Golden argosy and Outdoors magazines. Endorsed by Vicki Van Hook & Chuck Stearns. (In Argosy, Apr. 1961, p.125) Appl. author: Baker/Johnson & Dickinson. © 1Apr61; KK158171.

Mercury outboards, choice of water sports champions; as chosen by the editors of Golden argosy and Outdoors magazines. The Glenn Kirkpatrick family. 80 hp Merc 800. (In Argosy, May 1961, p.8) Appl. author: Baker/Johnson & Dickinson. © 1May61; KK159269.

Mercury, the most powerful name in outboards, grows stronger every year. 50 hp Merc 500. (In The Water skier, Jan.-Feb. 1961, p.12-13) Appl. author: Baker/Johnson & Dickinson. © 1Feb61; KK157429.

The motor that started it all leads them all; Mercury, world's no.1 outboard. Only Mercury offers 11 models for 1961, 6 to 80 hp. (In Yachting, Jan. 1961, p.188-189) Appl. author: Baker/Johnson & Dickinson. © 1Jan61; KK157731.

The motor that started it all, leads them all; 1961 Mercury, world's no.1 outboard. Appl. author: Baker/Johnson & Dickinson. © 3Jan61; KK157610.

My profit soared 40% after I switched to Mercury, world's no.1 outboard, by John Hodder. (In Boating industry, May 1961, p.175) Appl. author: Baker/Johnson & Dickinson. © 1May61; KK159268.

New formula 2 Quicksilver outboard motor oil. (In The Rudder boats, May 1961, p.3) Appl. author: Baker/Johnson & Dickinson. © 1May61; KK159266.

New Ride-Guide for power steering ease; available at Mercury outboard dealers. (In Motor boating, Apr. 1961, p.148) Appl. author: Baker/Johnson & Dickinson. © 1Apr61; KK158167.

1961 water sports champions choose Mercury outboards; now at Mercury dealers, water sports parade of values. Endorsed by Charles Mersereau & 6 others. (In The Water skier, Mar.-Apr. 1961, p.30-31) Appl. author: Baker/Johnson & Dickinson. © 1Mar61; KK159267.

1961 water sports champions choose Mercury outboards; selected by the editors of Golden argosy, the magazine for men, and Outdoors, the magazine for outdoor recreation.

KIEKHAFFER CORP.-Con.

Endorsed by Zale Parry & others. (In Dallas times herald, Mar. 15, 1961, p.4-C) Appl. author: Baker/Johnson & Dickinson. © 15Mar61; KK158170.

Only on Mercury outboards; quiet, economical jet-prop exhaust. Endorsed by Vicki Van Hook & Chuck Stearns. (In Los Angeles herald & express, Apr. 27, 1961, p.C-7) Appl. author: Baker/Johnson & Dickinson. © 27Apr61; KK158828.

Q for boat owners, Quicksilver outboard accessories for 1961. (In Popular boating, Mar. 1961, p.144-145) Appl. author: Baker/Johnson & Dickinson. © 1Mar61; KK157732.

Quicksilver propellers for Mercurys, by Mercury. (In Motor boating, Apr. 1961, p.149) Appl. author: Baker/Johnson & Dickinson. © 1Apr61; KK158168.

Watch for big things to happen at Mercury, but Mercury is not going into the boat building business. (In The Boating industry, Mar. 1961, p.197) Appl. author: Baker/Johnson & Dickinson. © 1Mar61; KK157431.

We were selling 200 motors a year. yet we decided to switch to Mercury, the world's no.1 outboard. Endorsed by Charles Filley & Primo Fracassi. (In Marine dealer, Feb. 1961, p.4 of cover) Appl. author: Baker/Johnson & Dickinson. © 1Feb61; KK158172.

Where other outboards leave off, Mercury takes over. Merc 800 & 500. (In Motor boating, Apr. 1961, p.20A) Appl. author: Baker/Johnson & Dickinson. © 1Apr61; KK158169.

World's no.1 outboard accessories, Quicksilver. Ride-Guide for power steering ease & other items. Appl. author: Baker/Johnson & Dickinson. © 10Feb61; KK157430.

World's no.1 outboard motor oil; Mercury Quicksilver, proved 50,000 mile 2-cycle engine oil. SAE 30. (In Yachting, Nov. 1960, p.90) Appl. author: Baker/Johnson & Dickinson. © 1Nov60; KK156877.

KINGS ELECTRONICS CO., INC. ©

Foamflex, Spirafil, Styroflex connectors. © 21Mar60; KK156703.

K-Grip connectors. © 21Mar60; KK156702.

Radio frequency connectors. © 28Jul60; KK156705.

TNC series threaded coaxial connectors. © 8Feb60; KK156704.

KINNEY VACUUM DIVISION, NEW YORK AIR BRAKE CO. SEE New York Air Brake Co. Kinney Vacuum Division.

KLEIN PEST CONTROL CO. ©

Kilex insecticide. Killer Klein pest control. © 9Jun61; KK159460.

KNUDSEN CREAMERY CO. ©

Chocolate drink recipes. Chocolate-banana beauty & other recipes. © Knudsen Creamery Co. a.k.a. Knudsen; 1Jan59; KK157337.

Great soup idea. Tangy tomato buttermilk soup. © 1Jan59; KK156558.

Hawaiian pineapple creamed cottage cheese. Net contents 1 pint. © 1Jan59; KK156559.

La Bon ice cream; buttered pecan. Delicious in so many ways. One half gallon. © 1Jan59; KK156563.

La Bon lo-fat, partially creamed cottage cheese. Net contents one pint. © 8Jan51; KK156557.

La Bon sherbert; lime. One half gallon. © 1Jan59; KK156561.

La Bon vanilla ice milk. One half gallon. © 1Jan59; KK156562.

Party Time ice cream; chocolate. 1/2 gallon. © 1Jan59; KK156564.

Petite Diet-ized non fat milk. One half gallon. © 1Jan60; KK156560.

Whipping cream recipes. Whipped cream for desserts & other recipes. © Knudsen Creamery Co. a.k.a. Knudsen; 1Jan59; KK157336.

KOCH, EDWARD I. SEE Koda Trading Co.

KODA TRADING CO.

Almost like magic, carton becomes big sit in Boxmobile car kit. © Edward I. Koch d.b.a. Koda Trading Co.; 14Mar61; KK158111.

Almost like magic, carton becomes big sit in Boxmobile train kit. © Edward I. Koch d.b.a. Koda Trading Co.; 14Mar61; KK158110.

KOEHLER, ALBERT. ©

Rol-Ruler, the faster way to draw lines. German import greatest invention since the T-square. © 15Feb61; KK157858.

KOLLING, HENRY W. SEE Kolling Co.

KOLLING CO. ©

Every rotary mower user needs roto sharp rotary lawn mower sharpener. © Henry W. Kolling d.b.a. Kolling Co. (in notice: Kolling Co.); 23May61; KK159569.

Roto sharp rotary lawn mower sharpener. © Henry W. Kolling d.b.a. Kolling Co.; 23May61; KK159214.

KONATE PHARMACAL CO., INC.

To all members: the association is sponsoring a family health plan for member purchase of vitamins. Appl. author: I. F. Shaw. © Konate Pharmacal Co., Inc., division of West Chemical Products, Inc.; 12Jan61; KK157756.

KORVETTE TIRE CITY.

E. J. Korvette announces its greatest tire sale ever; tremendous special factory purchase of regular tires and snow tires. (In Sunday news, New York, Jan. 15, 1961, Queens-Long Island section, p.Q12-Q13) © Korvette Tire City, accepted alternative designation of Tire City Corp.; 15Jan61; KK156712.

An E. J. Korvette tire spectacular, sale of nylon factory seconds; brand new, factory-fresh, famous makes, 100% nylon tires. (In Sunday News, New York, Mar. 12, 1961, Queens-Long Island section, p.Q20-Q21) © Korvette Tire City, accepted alternative designation of Tire City Corp.; 12Mar61; KK157774.

KRAMER, GENE.

Announcing the new R. M. equipment line. SEE Rocky Mountain Metal Products Co.

Even if you have an old, 1934 Rocky Mountain welder. SEE Rocky Mountain Metal Products Co.

KRAUSS, LESTER.

Nothing persuades like the fragrance impulse. SEE Givaudan-Delawanna, Inc.

What is the fragrance impulse? SEE Givaudan-Delawanna, Inc.

KRESGE (S. S.) CO. ©

Twinkie Magic Slate drawing pad. No.4471. © 12Oct60; KK156392.

KROCK, NATHAN R. SEE Boston Print. Co.

KUHWALD, EDWIN P. J. ©

Contact Lens Catcher's Mitt will fit most sinks, prevents lens loss. © 27Oct60; KK157962.

KURDLE (T. J.) CO. SEE Schluderberg, (Wm.)-T. J. Kurdle Co.

L

L & G. SEE Labrot & Graham.

LMC. SEE Locke Manufacturing Co.

LABORATORY FOR ELECTRONICS, INC. ©

Speeding reduced with new Electro-Matic radar speed meter model S-5. Graphic recorder & other accessory equipment. (Bulletin R-115) © 1May61; KK159033.

LABROT & GRAHAM. ©

L. & G.'s legendary flavor means enjoyment; Kentucky straight bourbon whisky. (In Star-news, Pasadena, Calif., Aug. 19, 1960, p.10) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 19Aug60; KK157186.

LAKELAND NURSERIES SALES CORP. ©

Imagine, a 40-foot house covered with giant red roses from one single plant. Ray Bunge Scarlet Showers. (In The News and observer, Raleigh, N. C., Feb. 26, 1961, p.I-5) © 26Feb61; KK157221.

Look what I have for you. Now you can grow the largest flowered glads in garden history. © 5May61; KK158796.

New from Lakeland, for summertime garden brilliance, charming winter bouquets. Chinese lantern plant & 3 other plants. © 23Jan61; KK156675.

Now, 12 giant mums for less than the regular price of 6. © 8May61; KK158794.

$1 brings you the rose garden of your dreams. © 17Mar61; KK157672.

We'll ship you the world's finest roses for absolutely free trial planting. © 17Mar61; KK157671.

Which of these remarkable Sub-Zero roses would you like to try in your garden this spring for only a single dollar bill? © 17Mar61; KK157674.

Which of these remarkable Sub-Zero roses would you like us to ship you for abolutely free trial planting? © 17Mar61; KK157673.

Who ever dreamed chrysanthemums could smell sweeter than roses? Fragramum plant. (In The News and observer, Raleigh, N. C., Feb. 26, 1961, p.I-5) © 26Feb61; KK157222.

World's largest outdoor mums; $1 brings you the mum garden of your dreams. © 5May61; KK158793.

Yours as a gift from Lakeland ... 6 giant football mums like these. © 8May61; KK158795.

LAKESIDE INDUSTRIES, INC. LAKESIDE TOYS. SEE Lakeside Toys.

LAKESIDE PLASTICS & ENGRAVING CO. LAKESIDE INDUSTRIES, INC. LAKESIDE TOYS. SEE Lakeside Toys.

LAKESIDE TOYS.

Aero Kite, based on aerodynamic principles. 0109. © Lakeside Toys, division of Lakeside Industries: subsidiary of Lakeside Plastics & Engraving Co.; 6Mar61; KK159081.

Betsy McCall Fashion-Designer, complete with electric designer's desk. 0104-A. © Lakeside Toys, division of

Lakeside Industries, Inc.: subsidiary of Lakeside Plastics & Engraving Co.; 6Mar61; KK157782.

Custom-Styling, complete with electric drawing desk. Auto; boat; aero. 0104-E. © Lakeside Toys, division of Lakeside Industries, Inc.: subsidiary of Lakeside Plastics & Engraving Co.; 6Mar61; KK157781.

Draft-a-Plan Kit, complete with electric drafting desk. 0104-F. © Lakeside Toys, division of Lakeside Industries, Inc.: subsidiary of Lakeside Plastics & Engraving Co.; 6Mar61; KK157779.

Draw-a-Cartoon, complete with electric cartooning desk. 0104-D. © Lakeside Toys, division of Lakeside Industries, Inc.: subsidiary of Lakeside Plastis & Engraving Co.; 6Mar61; KK157783.

Draw-and-Learn, complete with electric drawing desk. 01042. © Lakeside Toys, division of Lakeside Industries: subsidiary of Lakeside Plastics & Engraving Co.; 6Mar61; KK158659.

Draw-and-Learn, complete with electric drawing desk. 01042. © Lakeside Toys, division of Lakeside Industries: subsidiary of Lakeside Plastics & Engraving Co.; 20Apr61; KK158644.

Draw-and-Tell, complete with electric drawing desk. 0104-C. © Lakeside Toys, division of Lakeside Industries, Inc.: subsidiary of Lakeside Plastics & Engraving Co.; 6Mar61; KK157780.

LANCASTER GLASS CORP. ©

This mark means glass, engineered by Lancaster. (In Purchasing, Jan. 30, 1961, p.112) Appl. author: Marvin Hoover. © 30Jan61; KK159142.

LANGFELD, BEATRICE. SEE Danby Farm.

LANGFELD, DANIEL. SEE Danby Farm.

LAWRENCE (L.) CO.

Zephyr air cushions for narrow clip earrings. Style no.501. © Leonard Lawrence d.b.a. L. Lawrence Co.; 6Apr61; KK158415.

LAWRENCE, LEONARD. SEE Lawrence (L.) Co.

LAZARUS, MILLARD F.

Treat yourself good, drink Moca-Shake. Net wt. 1 oz. © Millard F. Lazarus d.b.a. Moca Shake Co.; 20Dec60; KK156109.

LEE (H. D.) CO. ©

Billy Cannon, all-American back and L. S. U. teammate Johnny Robinson in their favorite jeans, Lee Riders. Leesures. (In Life, Aug. 22, 1960, p.62) Appl. author: Grey Advertising, Inc. © 18Aug60; KK157521.

The brand working cowboys wear. Lee Riders western cowboy pants. (In The Dude rancher, winter 1961, p.4 of cover) Appl. author: Grey Advertising, Inc. © 8Feb61; KK159621.

Dress up for current events in Lee tapered slacks. Leesures. (In Life, Aug. 8, 1960, p.58) Appl. author: Grey Advertising, Inc. © 4Aug60; KK157522.

Dress up to the job in Lee work-tailored twill shirts and pants. (In Parade, Sept. 4, 1960, p.9) Appl. author: Grey Advertising, Inc. © 4Sep60; KK157519.

Dress up to the job in work-tailored Lee bib overalls. (In Farm journal, Nov. 1960, p.14) Appl. author: Grey Advertising, Inc. © 15Oct60; KK157520.

Dress up to the job in work-tailored Lee Chetopa Twills. (In The Progressive farmer, Sept. 1960, p.45) Appl. author: Grey Advertising, Inc. © H. D. Lee Co., Inc.; 15Aug60; KK157515.

Dress up to the job in work-tailored Lee dungarees. (In This week magazine, Sept. 18, 1960, p.6) Appl. author: Grey Advertising, Inc. © H. D. Lee Co., Inc.; 18Sep60; KK157514.

From a.m. English to p.m. Dutch. Every line scans beautifully, Lee tapered slacks; cram course in economics, topic: the Lee Westerner. Leesures. (In Life, Aug. 15, 1960, p.12) Appl. author: Grey Advertising, Inc. © 11Aug60; KK157523.

Just for fun. The most relaxed way to dress up for the holiday, Leesures by Lee. Tapered slacks & other clothing. (In Life, Dec. 5, 1960, p.108) Appl. author: Grey Advertising, Inc. © 1Dec60; KK157525.

Lee black jeans; pants just don't come any tougher or longer-wearing. (In Parade, West Coast run only, May 21, 1961, p.9) Appl. author: Grey Advertising, Inc. © H. D. Lee Co., Inc.; 7May61; KK159627.

Lee Riders, the brand working cowboys wear. Ask ranchers and working cowboys why they wear Lee cowboy pants and you'll get any number of good reasons. (In The Horse lover's magazine, Mar. 1961, p.41) Appl. author: Grey Advertising, Inc. © 7Feb61; KK159620.

Lee Riders, the brand working cowboys wear. Ask working cowboys why they wear Lee cowboy pants and you'll get a dozen different reasons. (In Life, Mar. 24, 1961, p.79) Appl. author: Grey Advertising, Inc. © 14Mar61; KK159623.

Lee Riders, the brand working cowboys wear. You just can't give a pair of cowboy pants a much tougher time than a full day of branding. (In The Western horseman, May, 1961, p.159) Appl. author: Grey Advertising, Inc. © 25Apr61; KK159626.

Lee Riders, the brand working cowboys wear. Young ranch hands want the same kind of pants working cowboys wear. (In Life, May 12, 1961, p.135) Appl. author: Grey Advertising, Inc. © 9May61; KK159628.

Lee Westerner, the brand working ranch men wear. Cass Tibbs ... Crystal Spring Ranch, South Dakota. (In The Western horseman, Apr. 1961, p.101) Appl. author: Grey Advertising, Inc. © 25Mar61; KK159618.

Now there are two kinds of western look. Riders & Westerner. (In Life, June 20, 1960, p.58) Appl. author: Grey Advertising, Inc. © H. D. Lee Co., Inc.; 16Jun60; KK157516.

So right for the outdoor life, says Guy Weeks, champion rodeo cowboy. Riders. (In National future farmer, Oct.-Nov. 1960, p.10) © H. D. Lee Co., Inc.; 20Sep60; KK157517.

Something special in see stories: Lee tapered slacks. Leesures. (In Sports illustrated, Aug. 8, 1960, p.18) Appl. author: Grey Advertising, Inc. © 4Aug60; KK157526.

Tailored for retail volume, priced for retail profit; spring '61 Leesure wear sales are really jumping. (In Daily news record, Nov. 30, 1960, p.21) Appl. author: Grey Advertising, Inc. © 6Dec60; KK157527.

10 reasons why Lee outwears and outsells any other brand of workwear. Lee work-tailored chetopa twills. [Man drilling into ground] (In Parade, Apr. 2, 1961, p.11) Appl. author: Grey Advertising, Inc. © 2Apr61; KK159625.

10 reasons why Lee outwears and outsells any other brand of workwear. Lee work-tailored chetopa twills. [Man filling tank truck] (In Progressive farmer, Apr. 1961, p.75) Appl. author: Grey Advertising, Inc. © 15Mar61; KK159624.

10 reasons why Lee outwears and outsells any other brand of workwear. Lee work-tailored dungarees. [Man sawing tree] (In Progressive farmer, Mar. 1961, p.59) Appl. author: Grey Advertising, Inc. © 15Feb61; KK159622.

10 reasons why Lee outwears and outsells any other brand of workwear. Lee work-tailored dungarees. [Man standing at open door of truck] (In Parade, May 21, 1961, p.9) Appl. author: Grey Advertising, Inc. © 7May61; KK159617.

10 reasons why Lee outwears and outsells any other brand of workwear. Lee work-tailored workwear. [2 men placing post in hole] (In Front page detective, Mar. 1961, p.3) Appl. author: Grey Advertising, Inc. © 2Feb61; KK159619.

Upper classmen of the year; tops in Lee shirts. Leesures. (In Esquire, Sept. 1960, p.128) Appl. author: Grey Advertising, Inc. © 18Aug60; KK157518.

Wear 'em hard, wash 'em hard, Lee Riders. Exclusive Lee Blu-Fast denim stays blue through wash and wear. (In Life, Aug. 1, 1960, p.40) Appl. author: Grey Advertising, Inc. © 28Jul60; KK157524.

LEE, HOP. SEE Lee's Dolphin Toy Co.

LEEDS CHEMICAL PRODUCTS, INC. ©

Wool-O-Lene cold water fluff soap. Net wt. 5 oz. Appl. author: Joseph Abrams. © 2Dec56; KK159459.

LEE'S DOLPHIN TOY CO.

America's sensational new magic toy, the Dolphin magic block. © Hop Lee d.b.a. Lee's Dolphin Toy Co.; 17Feb61; KK158554.

LESNIAK, WILLIAM W. SEE Terrex.

LEVER BROS. CO. ©

New Praise helps give your skin the bright look of health. Wake up to the totally new kind of soap, new pink Praise. (In Reader's digest, Sept. 1959, p.196) © 25Aug59; KK157990.

Now there's a Handy Andy just for you. Household cleaner. (In Roanoke times, Feb. 5, 1961, comics) © 5Feb61; KK157739.

The story behind the discovery of a totally new kind of soap. New test-tube triumph helps give your skin the bright look of health. Praise. (In Reader's digest, Aug. 1959, p.19) © 25Jul59; KK157991.

LEVY (HENRY S.) & SON, INC. ©

Chomp, gobble, nibble, munch, gobble, gulp; that's the way it goes with Levy's. (In Daily news, New York, Jan. 30, 1961, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 30Jan61; KK156808.

Six breads by Levy's. Which will you butter first? Appl. author: Doyle Dane Bernbach, Inc. © 1Feb61; KK157720.

Six breads by Levy's. Which will you butter first? (In Reader's digest, Metropolitan New York ed., Mar. 1961, p.204H) Appl. author: Doyle Dane Bernbach, Inc. © 23Feb61; KK159006.

LEVY (HENRY S.) & SON, INC.-Con.

You can't blame them for hanging around Levy's. Appl. author: Doyle Dane Bernbach, Inc. © 1Apr61; KK157721.

LIEBMANN BREWERIES, INC. ©

Best wishes from the brewers of Rheingold extra dry. Beer wagon. (In The Parade of the flowers (St. Luke's Hospital benefit brochure) Apr. 11, 1961) Appl. author: Foote, Cone & Belding. © 11Apr61; KK158449.

La cerveza refrescante. Mi cerveza es Rheingold, dice Bobby Capo, y mi programa es Fiesta en Puerto Rico. (In El Diario de Nueva York, Aug. 29, 1960, p.7) Appl. author: Foote, Cone & Belding. © 29Aug60; KK157111.

Disfrute con Rheingold, la cerveza refrescante. Bobby Capo & Janet Mick, Miss Rheingold 1961. (In El Diario de Nueva York, Apr. 17, 1961, p.7) Appl. author: Foote, Cone & Belding. © 17Apr61; KK158452.

Disfrute con Rheingold, la cerveza refrescante. Endorsed by Los Panchos. (In El Diario de Nueva York, Feb. 20, 1961, p.7) Appl. author: Foote, Cone & Belding. © 20Feb61; KK157821.

Disfrute con Rheingold, la cerveza refrescante. Endorsed by Rafael Hernandez. (In El Diario de Nueva York, Mar. 20, 1961, p.7) Appl. author: Foote, Cone & Belding. © 20Mar61; KK158445.

Disfrute con Rheingold, la cerveza refrescante. Janet Mick, Miss Rheingold 1961, in golf scene. (In El Diario de Nueva York, May 15, 1961, p.7) Appl. author: Foote, Cone & Belding. © 7May61; KK159250.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. [Beer tap & glass running over] (In Beverage retailer weekly, Apr. 17, 1961, p.11) Appl. author: Foote, Cone & Belding. © 17Apr61; KK158439.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Emily Banks, Miss Rheingold 1960, at holiday buffet. (In Daily news, New York, Dec. 27, 1960, p.43) Appl. author: Foote, Cone & Belding. © 26Dec60; KK156380.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Emily Banks, Miss Rheingold 1960, Xmas scene. (In Daily news, New York, Dec. 19, 1960, p.49) Appl. author: Foote, Cone & Belding. © 18Dec60; KK156383.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Dorothy Dandridge. Appl. author: Foote, Cone & Belding. NM: revision. © 26Oct60; KK156975.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Larry Steele. (In Ebony, Dec. 1960, p.61) Appl. author: Foote, Cone & Belding. © 18Nov60; KK156375.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Ray Bolger. (In Daily news, New York, Jan. 16, 1961, p.37) Appl. author: Foote, Cone & Belding. NM: new version, translation. © 15Jan61; KK156376.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Robert Ryan. (In Daily news, New York, Dec. 5, 1960, p.59) Appl. author: Foote, Cone & Belding. © 4Dec60; KK156288.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Rosalind Russell. (In Daily news, New York, Apr. 24, 1961, p.43) Appl. author: Foote, Cone & Belding. © 23Apr61; KK159251.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Rosalind Russell. (In New York Sunday news, Apr. 2, 1961, coloroto magazine section, p.7) Appl. author: Foote, Cone & Belding. © 1Apr61; KK158447.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Janet Mick, Miss Rheingold 1961 at AMF Magic Triangle bowling center. (In Today's living (Herald tribune) Mar. 5, 1961, p.12-13) Appl. author: Foote, Cone & Belding. © 4Mar61; KK157820.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Janet Mick, Miss Rheingold 1961, at bowling alley. (In The New York times, Mar. 7, 1961, p.72) Appl. author: Foote, Cone & Belding. © 6Mar61; KK157823.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. [Janet Mick, Miss Rheingold 1961, in shipboard scene] (In The Hartford courant, Apr. 3, 1961, p.26) Appl. author: Foote, Cone & Belding. © 3Apr61; KK158448.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Janet Mick, Miss Rheingold 1961 [in ski lodge scene] (In Daily news, New York, Jan. 30, 1961, p.32) Appl. author: Foote, Cone & Belding. © 29Jan61; KK156811.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Janet Mick, Miss Rheingold 1961, with pizza. (In Daily news, New York, Jan. 3, 1961, p.44) Appl. author: Foote, Cone & Belding. © 2Jan61; KK156381.

In Connecticut ... and all the rest of Rheingold land, the dry beer is the big-selling favorite with people who like beer best. (In The Connecticut retailers guide, Feb. 1961, p.1) Appl. author: Foote, Cone & Belding. © 1Feb61; KK158441.

In Connecticut, as in New York ... and all the rest of Rheingold land, the dry beer is the big-selling favorite with people who like beer best. Beer can. (In The Connecticut retailers guide, Jan. 1961, p.1) Appl. author: Foote, Cone & Belding. © 1Jan61; KK156816.

Janet Mick, Miss Rheingold 1961 sagt: trink Rheingold bier, das rat' ich dir. (In Sonntagsblatt Staats-Zeitung und Herold, Mar. 26, 1961, p.14-A) Appl. author: Foote, Cone & Belding. © 26Mar61; KK158446.

Meet the 22nd Miss Rheingold, Janet Mick, elected Miss Rheingold 1961. Winner. (In Harper's bazaar, Jan. 1961, p.31) Appl. author: Foote, Cone & Belding. © 29Dec60; KK156373.

Ein Meisterwerk der Braukunst. Rheingold. [Hand holding two stein glasses of beer] (In Sonntagsblatt Staats-Zeitung und Herold, Jan. 29, 1961, p.12A) Appl. author: Foote, Cone & Belding. © 29Jan61; KK156817.

Merry Christmas and a happy new year, says Emily Banks, Miss Rheingold 1960. (In The Advocate, Dec. 24, 1960, p.3) Appl. author: Foote, Cone & Belding. © 21Dec60; KK156385.

Merry Christmas, happy new year. Emily Banks, Miss Rheingold 1960. [Snowy park scene] (In Sunday news, New York, Dec. 11, 1960, coloroto magazine section, p.48) Appl. author: Foote, Cone & Belding. © 10Dec60; KK156285.

Monte Irvin says meet Ollie. If you like to talk pro football, Ollie Crump is your man. (In The National leader, Mar. 1961, p.4) Appl. author: Foote, Cone & Belding. © 8Mar61; KK158443.

Monte Irvin says: Meet Winnie Craig. Rheingold extra dry lager beer. (In The National leader, Apr. 1961, p.3) Appl. author: Foote, Cone & Belding. © 12Apr61; KK159484.

My beer is Rheingold, says Dorothy Dandridge. (In Ebony, June 1960, p.45) Appl. author: Foote, Cone & Belding. © 17Jun60; KK156970.

Really refreshing, mates. Rheingold extra dry, lager beer & Scotch brand ale. [Porthole & 2 cans] (In Marine news, Apr. 1961, p.25) Appl. author: Foote, Cone & Belding. © 15Apr61; KK158450.

Rheingold estrena, Mayo 26, el primer TV show directo de Puerto Rico: Fiesta en Puerto Rico, con Bobby Capo y Skippy. (In El Diario de Nueva York, May 22, 1960, p.D-7) Appl. author: Foote, Cone & Belding. © 22May60; KK157341.

Rheingold les invita a saludar fiesta en Puerto Rico en persona, aqui mismo en Nueva York. (In El Diario, May 9, 1961, p.18) Appl. author: Foote, Cone & Belding. © 9May61; KK159249.

Rheingold salutes a good neighbor, Dr. Errold D. Collymore. (In The Afro-American, New Jersey, Mar. 18, 1961, p.20) Appl. author: Foote, Cone & Belding. © 15Mar61; KK158444.

Rheingold salutes a good neighbor, Dorothy I. Height. (In The Afro-American, Jan. 14, 1961, p.20) Appl. author: Foote, Cone & Belding. © 11Jan61; KK156818.

Rheingold salutes a good neighbor, Mrs. Gertrude Nabrit Thomas. (In The Afro-American, New Jersey, Apr. 15, 1961, p.20) Appl. author: Foote, Cone & Belding. © 12Apr61; KK158451.

Rheingold salutes a good neighbor, Thomas Colson Woody. (In The New Jersey Afro-American, Feb. 25, 1961, p.20) Appl. author: Foote, Cone & Belding. © 22Feb61; KK157810.

Rheingold salutes a good neighbor, William Simon Jackson. (In Ebony, Jan. 1961, p.53) Appl. author: Foote, Cone & Belding. © 16Dec60; KK156387.

Rheingold salutes a good neighbor, William Simon Jackson. (In The New Jersey Afro-American, Nov. 26, 1960, p.20) Appl. author: Foote, Cone & Belding. © 23Nov60; KK156284.

Some of the most interesting people you'll ever meet. Composite good neighbor. (In N. Y. Amsterdam news anniversary, Dec. 17, 1960, p.14) Appl. author: Foote, Cone & Belding. © 14Dec60; KK156974.

Today, you can enjoy the great new taste of an extraordinary new beer, Rheingold Golden Bock. Bottle. (In The Middletown times herald record, Feb. 8, 1961, p.33) Appl. author: Foote, Cone & Belding. © 8Feb61; KK156973.

Verlangen Sie niemals, Bier; Rheingold. (In Sonntagsblatt Staats-Zeitung und Herold, Mar. 12, 1961, p.12-A) Appl. author: Foote, Cone & Belding. © 12Mar61; KK157822.

Vollmundig, Bekömmlich, Herzhaft leicht, das kann nur Rheingold sein. Beer on ice. (In Gottschee'r tavern ball, Feb. 5, 1961) Appl. author: Foote, Cone & Belding. © 5Feb61; KK158442.

Vollmundig-Bekömmlich-Herzhaft leicht-das kann nur Rheingold sein. Endorsed by Ray Bolger. (In Sonntagsblatt Staats-Zeitung und Herold, Jan. 15, 1961, p.12A) Appl. author: Foote, Cone & Belding. © 15Jan61; KK156374.

Vollmundig, Bekömmlich, Herzhaft leicht das kann nur Rheingold sein. Janet Mick, Miss Rheingold 1961, at bowling alley. (In Sonntagsblatt-Staats-Zeitung und Herold, Mar. 5, 1961, p.12A) Appl. author: Foote, Cone & Belding. © 5Mar61; KK157819.

Ein wahres Meisterstück im Brauen, der Qualität kann man vertrauen: Rheingold extra dry. Rheingold tradition. (In Sonntagsblatt Staats-Zeitung und Herold, Feb. 26, 1961, p.12A) Appl. author: Foote, Cone & Belding. © 26Feb61; KK157895.

The welcome mat is out. Rheingold. Tavern scene. (In Daily news, New York, May 8, 1961, p.47) Appl. author: Foote, Cone & Belding. NM: revision. © 7May61; KK159252.

LIFE EXTENSION EXAMINERS. ©
Planning your health examination program for your company. Appl. author: Harry J. Johnson. © 14Mar61; KK158620.

LIGGETT & MYERS TOBACCO CO. ©
Biggest news in menthol cigarettes; new Oasis. (In Look, Nov. 10, 1959, p.6-7) Appl. author: McCann-Erickson, Inc. © 27Oct59; KK158725.

LINCO PRODUCTS CORP. ©
Bleach. Contents one gallon. Appl. author: Henry, Herst & McDonald Advertising Agency. © 5Aug58; KK157922.

LIT-NING PRODUCTS CO. ©
Manufacturers of quality steel office accessories. (Catalog no.L-15) Appl. author: David Olen Advertising. NM: compilation. © 24Feb61; KK157298.

LITTLE GIANT SALES CO. ©
Electric plyers. Appl. author: Horace Wells Rutherford. © 8Feb61; KK157317.

LOCAL ADVERTISING, INC. ©
In city name the big difference is your agency name. Your Independent Insurance agent serves you first. (Sample folder no.106) Appl. author: Stanley F. Withe. © 28Dec60; KK156001.

LOCKE MANUFACTURING CO. ©
Custom railing order form. Appl. author: Edward J. Kusel. Appl. states some material prev. reg. KK135836. NM: revisions. © 9Dec60; KK156647.

Easyfit ornamental iron means easy sales. Appl. author: Edward J. Kusel. © 5Jan61; KK156650.

Now introducing a starter package with a free display plus free freight; Easyfit aluminum fully adjustable railing and columns. Appl. author: Edward J. Kusel. © 5Jan61; KK156605.

Only two basic parts required with Easyfit fully adjustable aluminum railings and columns. Appl. author: Edward J. Kusel. © 5Jan61; KK156646.

LOFT. SEE Loft Candy Corp.

LOFT CANDY CORP.
Easter greetings; milk chocolate bunny. 7 ounces net wt. © Loft Candy Shops, accepted alternative designation of Loft Candy Corp.; 18Jan61; KK156958.

Easter greetings; pink cocoanut cream egg. 1/2 lb. net wt. © Loft Candy Shops, accepted alternative designation of Loft Candy Corp.; 18Jan61; KK156957.

The sweetest story ever told. (In The New York times, Oct. 23, 1960, section 11) © Loft Candy Shops, accepted alternative designation of Loft Candy Corp.; 23Oct60; KK158182.

LOFT CANDY SHOPS. SEE Loft Candy Corp.

LORILLARD (P.) CO. ©
Old Gold's spin filter spins and cools the smoke to less than body temperature. (In Life, Feb. 8, 1960, p.63) © 4Feb60; KK156453.

LORVIC CORP. ©
Karidium for the systemic control of dental caries. Tablets, liquid. NM: revision & additions. © 10Feb61; KK156728.

Memo to parents and expectant parents: your doctor can now help prevent tooth decay in your child. Karidium. NM: revision & additions. © 22Mar61; KK158553.

LOS ANGELES SOAP CO. ©
New, aqua Frolic, liquid detergent for dishes and fine fabrics. Contents 12 fl. oz. © 9Jan61 (in notice: 1960); KK156643.

LOWE (JOE) CORP. ©
Air force trading card in every Sidewalk malted bag. 1SMTC. Appl. author: Arnold M. Storfer. © 27Jan61; KK159710.

Almond Krunch bar. 10KB4. Appl. author: Arnold M. Storfer. © 28Nov60; KK159700.

Always fresh, Schmidt's good donuts in the foil-lined carton by the bakers of Blue Ribbon bread. B90. Appl. author: Arnold M. Storfer. © 1Mar61 (in notice: 1960); KK159699.

Ask for almond Krunch ice cream bar, a Sicle product. 10KB1. Appl. author: Arnold M. Storfer. © 14Nov60; KK159705.

Cheerio 6 ice cream bars, deliciously coated. Net contents 15 fl. ozs. Appl. author: Max Liebman. © 26Sep60; KK159695.

Cheerio 6 ice cream bars; in handy 6 pak. 1C6-1. Appl. author: Arnold M. Storfer. © 14Feb61; KK159691.

Cheerio 6 pak; a Sicle product. 10C6-2. Appl. author: Arnold M. Storfer. © 14Feb61; KK159714.

Coconut Dazzle, a delicious coconut bar. 10CD4. Appl. author: Arnold M. Storfer. © 28Nov60; KK159698.

Coconut Dazzle, a delicious coconut ice cream bar, a Sicle product. 10CD1. Appl. author: Arnold M. Storfer. © 14Nov60; KK159694.

Deluxe Creamsicle. 4 pure orange and ice cream confections. Net contents: 12 fl. ozs. Appl. author: Max Liebman. © 28Jul60; KK159703.

Deluxe Creamsicle in handy 4 pak. 1R6-1. Appl. author: Arnold M. Storfer. © 14Feb61; KK159711.

Dial the product; the new Jo-Lo donut fryer can answer all calls. (In The Southwestern baker, Dec. 1960, p.48) Appl. author: Max Liebman. © 5Dec60; KK159717.

Discover the creamy goodness of ___. 1-A1. Appl. author: Arnold M. Storfer. © 1Mar61; KK159696.

Discover the creamy goodness of Cherrio ice cream bar. 1-H1. Appl. author: Arnold M. Storfer. © 1Mar61; KK159701.

Enjoy this delicious treat; Creamsicle. 1-R1. Appl. author: Arnold M. Storfer. © 6Mar61; KK159715.

4 coconut Dazzle delicious ice cream bars. Net contents 12 fl. ozs. Appl. author: Max Liebman. © 22Feb61; KK159713.

Fudgsicle 6 treats; in handy 6 pak. 10F6-1. Appl. author: Arnold M. Storfer. © 6Jan61 (in notice: 1960); KK159712.

Fudgsicle 6 treats, tempting fudge thru and thru. Net contents: 15 fl. ozs. Appl. author: Max Liebman. © 12Oct60; KK159702.

Fudgsicle, tempting fudge thru and thru; 6 pak. 10F6-2. Appl. author: Arnold M. Storfer. © 6Jan61; KK159693.

Hey, kids, Bob (Bachelor in Paradise) Hope says: You can win a swimming pool in the Popsicle water sports contest. 1P2. Appl. author: Arnold M. Storfer. © 6Mar61; KK159697.

Keep cool and follow the leader; Popsicle. 1-P1. Appl. author: Arnold M. Storfer. © 6Mar61; KK159707.

Let's stop for ___. 1-A3. Appl. author: Arnold M. Storfer. © 1Mar61; KK159708.

Popsicle, pure orange flavor; 6 pak. 10P6-2. Appl. author: Arnold M. Storfer. © 20Dec60; KK159692.

Popsicle 6 twin treats; in handy 6 pak. 10P61. Appl. author: Arnold M. Storfer. © 14Nov60; KK159690.

Popsicle 6 twin treats; pure orange flavor. Net contents: 18 fl. ozs. Appl. author: Max Liebman. © 25Aug60; KK159704.

Treat the family; Fudgsicle, frozen fudge thru and thru. 1-F1. Appl. author: Arnold M. Storfer. © 1Mar61; KK159706.

We all love ___. 1-A2. Appl. author: Arnold M. Storfer. © 1Mar61; KK159709.

Where there's Popsicle, there's Hope; watch Bob Hope make a big splash in your market with the Popsicle water sports contest. (In Ice cream field, Apr. 1961, p.31) Appl. author: Max Liebman. © 1Apr61; KK159716.

Win these valuable prizes for posting advertising. Flashing lantern & 7 other items. Appl. author: Arnold M. Storfer. © 18Nov60; KK159718.

LUGGAGE DIVISION, SHWAYDER BROS., INC. SEE Shwayder Bros., Inc. Luggage Division.

LUXOR LIGHTING PRODUCTS, INC. ©
A lighting breakthrough; Thor Hevi-Duty. Cooling Dome; Zirconic Green. © 9Dec60; KK158540.

Thor display. Cooling Dome; Zirconic Green. © 9Dec60; KK158541.

LYSTAD & REDICK, INC. ©
Cartoon characters & names: When I'm new, or due for a refinishing job, I will always look my best if you follow the directions. © 1Feb61; KK157216.

Protection methods: Lystads protects through chemicals, pest control. © 1Feb61; KK157215.

We can exterminate any bug in the world, except the litterbug. Lystad's exterminators & fumigators. © 15Jan61; KK156654.

M

M. CO. SEE Murkette Co.

MCC. SEE McCormick & Co., Inc.

MLMK. SEE Mrs. Leland's Master Kitchens.

M. M. & B. CO. SEE Manheim Manufacturing & Belting Co.

M.P. SEE Magla Products.

M. S. C. SEE Monarch Sales Corp.

M-W PRODUCTIONS, INC. ©
Number please; a Parker Brothers game based on the ABC-TV program. © 1Jun61; KK159771.

MCCORMICK & CO., INC. ©
Add enjoyment to Easter with color and flavor. Food colors; pure vanilla extract. (In Better homes & gardens, Mar. 1961, p.105) © 21Feb61; KK157236.

And now for the little dash that makes the big difference; black pepper. McCormick-Schilling. (In Ladies' home journal, Jan. 1961, p.109) © 29Dec60 (in notice: 1961); KK156065.

Barbecue sauce mix, for outdoor-indoor cooking use. 1 3/4 ozs. net wt. © 11Apr61; KK158213.

Gourmet spices by McCormick-Schilling. (In Reader's digest, Apr. 1961, p.133-134) © 21Mar61; KK157660.

The sauciest spaghetti you ever served can be the simplest; spaghetti sauce mix. McCormick-Schilling. (In Everywoman's family circle, Jan. 1961, p.75) © 22Dec60 (in notice: 1961); KK156066.

Taste the wonderful difference flavor-magic makes. McCormick or Schilling finer spices and seasonings will give flavor-magic to your meals, outdoors and in. (In Better homes & gardens, June 1961) © 18May61; KK159209.

MCCURDY & CO., INC. ©
Fathers are boys in bigger sizes. Sunday, June 18th, is Fathers' Day. The whole store is one big gift hunting ground. Every day ... is Fathers' Day at McCurdy's. (In Rochester democrat & chronicle, June 8, 1961, p.5) © 8Jun61; KK159631.

MCDONNELL & MILLER, INC. ©
Typical applications of McDonnell products. High or low liquid level switches & other products. (Form F-1060) Appl. author: Kreicker & Meloan, Inc. © 15Feb61; KK157443.

MCGOWN (PEARL K.) INC. ©
Dear HooKrafTsman.
© 15Oct60; KK156691.
© 15Jan61; KK156660.
© 15Feb61; KK157729.
© 15Mar61; KK157730.
© 15Apr61; KK159279.
© 15May61; KK159278.

MCGRAW-EDISON CO. INTERNATIONAL METAL PRODUCTS DIVISION. ©
Alpine air coolers, general catalog 1961. Everest & other models. (Form AV-2-6101) NM: additions & revisions. © 18Nov60; KK156033.

Alpine air coolers, 1961 handbook of advertising-merchandising. Everest model AV-2-6107 & other ads. (Form AV-2-6102) NM: additions & revisions. © 18Nov60; KK156031.

Alpine residential air coolers. Everest & other models. (Form no.AV-2-6105) © 18Nov60; KK156029.

1961 advertising and merchandising aids; Arctic Circle V-series air coolers. AV-1-6106 & other sales aids. (Form AV-1-6102) NM: additions & revisions. © 18Nov60; KK156030.

TravelAire; featuring dramatic new Verticool cabinets. Model 831 & other air coolers & accessories. (Form no.AV-3-6100) © 18Nov60; KK156032.

MACGREGOR (SANDY) WHISKIES, LTD. ©
House of Lords blended choice scotch whisly. 4/5 quart. Glasgow. © 23Mar34; KK159542.

MCGUIRE FORD, INC. ©
Now available only at McGuire Ford, this exciting, new Fairlane Fortuna. (In The Milwaukee journal, Feb. 26, 1961, p.14) Appl. author: William F. Eisner. © 26Feb61; KK158326.

MCHUTCHISON & CO. ©
Paint your garden with easy-to-grow caladiums. A Mac-Pak garden product. Appl. author: Sweeney, Krist & Dimm. © 12Dec60; KK156227.

MCILHENNY CO. ©
Add excitement, add Tabasco. Tabasco the original liquid pepper seasoning. (In Good housekeeping, June 1961, p.39) Appl. author: Fitzgerald Advertising Agency, Inc. © 18May61; KK159207.

Add excitement to eggs, add Tabasco. Eggs Benedict & 5 other recipes. (In Good housekeeping, Mar. 1961, p.43) Appl. author: Fitzgerald Advertising Agency, Inc. © 21Feb61; KK157596.

Add excitement to eggs, add Tabasco. Tabasco, the original liquid pepper seasoning. (In Ladies' home journal, Apr. 1961, p.47) Appl. author: Fitzgerald Advertising Agency, Inc. © 30Mar61; KK157717.

The gourmet dash of Tabasco adds excitement; chef's size makes it easy. (In Volume feeding management, Jan. 1961, p.100) Appl. author: Fitzgerald Advertising Agency, Inc. © McIlhenny Co.; 2Jan61; KK156329.

Successful restaurateurs say, a man is known by the condiments he keeps. Tabasco. (In Restaurant management, Mar. 1961, p.103) Appl. author: Fitzgerald Advertising Agency, Inc. © 1Mar61; KK157659.

Tabasco is always in season; in the restaurant business, a man is known by the condiments he keeps. (In American restaurant magazine, Jan. 1, 1961, p.9) Appl. author: Fitzgerald Advertising Agency, Inc. © 1Jan61; KK156328.

MCKELVEY (G.M.) CO. ©
We dreamed it up, we're first in the whole world to have it; Heart Throb jacket. (In Youngstown vindicator, Mar. 10, 1961, p.20) © 10Mar61; KK157450.

MCKESSON & ROBBINS, INC. ©
After the game. Bowling The happiest Scotch Martin's original V.V.O. brand. (In The New York times, Mar. 21, 1961, p.45) © 21Mar61 (in notice: 1960); KK159514.

After the game. ⌞Football⌟ The happiest Scotch Martin's original V.V.O. brand. (In New York mirror, Nov. 25, 1960, p.45) © 25Nov60; KK159512.

Bertani Soave. Light, dry wine imported from Italy. (In The New York times, magazine section, p.120) © 19Mar61; KK159346.

Bertani Valpolicella. Light, dry red wine imported from Italy. (In Gourmet, May 1961, p.36) © 1May61; KK159374.

The favorite continental aperitif, Punt e Mes. (In The New Yorker, Apr. 15, 1961, p.149) © 13Apr61; KK159375.

Gentlemen, shall I light the lamp? Lamplighter distilled English dry gin. (In New York herald tribune, May 18, 1961, p.20) © 18May61; KK159468.

Gentlemen, shall I light the lamp? Lamplighter imported gin. (In The New York times, May 25, 1961, p.28) © 25May61; KK159348.

Gentlemen, shall I light the lamp? Light the lamp is the signal for a Lamplighter martini. (In The New York times, May 11, 1961, p.24) © 11May61; KK159513.

Martin's V.V.O., the happiest double Scotch. (In Look, Apr. 7, 1961, p.128) © 5Apr61; KK159372.

Martin's V.V.O., the happiest Scotch. Because it's the Scotch you will be happy to serve with pride to guests who recognize the best of taste. (In Sports illustrated, Apr. 24, 1961, p.10) © 20Apr61; KK159354.

Martin's V.V.O., the happiest Scotch 'n' soda. (In Look, Mar. 10, 1961, p.68B) © 8Mar61; KK159376.

Martin's V.V.O., the happiest Scotch 'n' water. Because it's the happiest blend of fine Scotch whiskies for those happy occasions when good friends relax together. (In Sports illustrated, Mar. 20, 1961, p.38) © 16Mar61; KK159351.

Martin's V.V.O., the happiest Scotch straight. Because it's the pride of Glenlivet. (In Sports illustrated, Apr. 17, 1961, p.17) © 13Apr61; KK159353.

We've set our cap for the happiest sales ever with the happiest Scotch. Martin's V.V.O. (In Beverage media, May 1961, p.72) © 25Apr61; KK159373.

When the grand gesture is expected, serve a mature Scotch whiskey. Martin's fine & rare blended Scotch whisky, 20 years old. Martin's de luxe blended Scotch whisky, 12 years old. (In The Social spectator, Jan. 1961, p.67) © 15Jan61; KK159352.

MCLELLAN (ROD) CO. ©
Acres of orchids. NM: new matter. © 26Jan61; KK156630.

MCQUAY-NORRIS MANUFACTURING CO. ©
The Blue Box line, your guarantee of perfect matched-performance. Piston rings & other parts. (In Motor service, Feb. 1961, p.121) Appl. author: D'Arcy Advertising Co. © 15Jan61; KK157474.

The blue box line, your guarantee of perfect matched-performance. Piston rings & other parts. (In Southern automotive journal, Feb. 1961, p.21) Appl. author: D'Arcy Advertising Co. © 1Feb61; KK157325.

The blue box line, your guarantee of perfect matched-performance. Rings, pistons, pins, bearings, valve train parts, water pumps, chassis parts? (In Motor service, May 1961, p.14-15) Appl. author: D'Arcy Advertising Co. © 1May61; KK159040.

Designed especially for the heating of today, the famous McQuay-Norris Q-T silent gas valve. (In American artisan, Jan. 1961, p.43-44) Appl. author: D'Arcy Advertising Co. © 1Jan61; KK156862.

The famous McQuay-Norris manifold assembly, includes the Q-T silent gas valve. (In American artisan, May 1961, p.39-40) Appl. author: D'Arcy Advertising Co. © 15May61; KK159215.

Finest for heating, the famous McQuay-Norris Q-T, the most modern combination silent gas valve and regulator you can install. (In American artisan, Mar. 1961, p.89-90) Appl. author: D'Arcy Advertising Co. © 1Mar61; KK157770.

In every category, one stands out; famous McQuay-Norris chrome control leak-proof piston rings. Dog illustration. Sleeve assembly & other parts. (In Jobber topics, Jan. 1961, p.157-160) Appl. author: D'Arcy Advertising Co. © 1Jan61; KK156727.

In every group one stands out. All new water pumps with positive stop assembly. Majorette. (In Jobber topics, May 1961, p.243-246) © 1May61; KK159118.

In every group, one stands out. Chassis parts & other items. Bull. (In Jobber topics, Feb. 1961, p.325-328) Appl. author: D'Arcy Advertising Co. © 1Feb61; KK157167.

In every group, one stands out; when it comes to service, McQuay-Norris is outstanding. The blue box line. Bathing girl. (In Jobber topics, Mar. 1961, p.249-252) Appl. author: D'Arcy Advertising Co. © 1Mar61; KK157597.

MADISON CAFETERIA.

Individual operators just waiting for your call, prompt service. Outgoing menu. © Rose-Al Restaurant d.b.a. Madison Cafeteria; 3Apr61; KK158416.

MADISON INDUSTRIES, INC. ©

Here's a tougher rougher. Get ruggedness, adjustability, plus a cutting-life bonus with Madison's new Trubore balanced cutter. © 21Dec60; KK157488.

MAGIC PEARL PRODUCTS CO. ©

Make plants grow like magic with Magic Pearls, sponge perlite crystals; sensational new, long-lasting soil conditioner. When packed, 220 cu. inches. Appl. author: M. Keith Molsberry Advertising. © 10May59; KK158557.

MAGIC WHIRL DISPENSERS, INC. ©

Owner's and operator's manual and parts list for Magic Whirl hot chocolate dispensers. © 14Nov60; KK158285.

Price list and specifications for Magic Whirl hot chocolate maker and dispenser. © 30Jul60; KK158284.

MAGLA PRODUCTS.

Turtle shape car sponge. No.9. © Herbert Glatt d.b.a. Magla Products; 3Feb61 (in notice: 1960); KK156669.

MAGNUS, E. ©

Persuade more guests to stay a little longer with Quik-Shine area promotion shoe cloths. © 13Apr61; KK158494.

MAHON (THOMAS J.) INC. ©

New, faster relief of stuffed nose, head cold congestion; new nasal spray with suction vacuum cleans your sinus. Phenyl-Drane. (In Journal herald, Dayton, Ohio, Dec. 7, 1960, p.5) © 7Dec60; KK156079.

New, for sinus and head cold congestion; Phenyl-Drane (In Syracuse herald-journal, Nov. 9, 1960, p.64) © 9Nov60; KK156078.

MAIDEN FORM BRASSIERE CO., INC. ©

Everybody's asking for more; Variation girdles by Maidenform. (In Women's wear daily, Mar. 31, 1960, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 31Mar60; KK156324.

Famous buyers of history. (In Women's wear daily, June 2, 1960, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 2Jun60; KK156326.

I dreamed I played in an all-girl orchestra in my Maidenform bra; Sweet Music. (In Seventeen, Apr. 1960, p.25) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr60; KK156578.

I dreamed I was a beauty shop quartet in my new Maidenform girdle. Variation. (In Photoplay, Mar. 1960, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 4Feb60; KK157652.

I dreamed I was a lady editor in my Maidenform girdle. Bi-Line. (In Glamour, Feb. 1960, p.23) Appl. author: Norman, Craig & Kummel, Inc. © 22Jan60; KK157359.

I dreamed I was a real dish in my Maidenform bra. (In Seventeen, May 1960, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 1May60; KK156325.

I dreamed I was enchanted in my Maidenform girdle; Fris-Kee. Star Flower. (In Life, Feb. 15, 1960, p.84) Appl. author: Norman, Craig & Kummel, Inc. © 12Feb60; KK156580.

I dreamed I was sugar and spice in my Maidenform bra, and everything nice in my Maidenform girdle. [Undertone; Curtsy] (In American girl, Feb. 1960, p.10-11) Appl. author: Norman, Craig & Kummel, Inc. © 25Jan60; KK156322.

New, a wonderful quartet, light as a song; girdles by Maidenform. Variation. (In San Francisco chronicle, Mar. 16, 1960, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 16Mar60; KK156323.

Scaasi's dreams begin with a Maidenform girdle; Fris-Kee. (In Life, May 2, 1960) Appl. author: Norman, Craig & Kummel, Inc. © 29Apr60; KK156579.

MAIDENFORM, INC. ©

Bonnie Cashin's dreams begin with a Maidenform girdle; Variation. (In Seventeen, Feb. 1961, p.28) Appl. author: Norman, Craig & Kummel, Inc. © 1Feb61; KK158777.

By the sea, by the sea, by the beautiful sea with Maidenform swimsuits. (In Women's wear daily, Dec. 28, 1960, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 28Dec60; KK157004.

Ceil Chapman's dreams begin with a Maidenform girdle. (In Seventeen, Aug. 1960, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug60; KK156327.

Dear buyer: Your Maidenform business will see a 10% increase if you're never out of these 3 never out bras. Chansonette & 2 others. (In Women's wear daily, Dec. 29, 1960, sect.2, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 29Dec60; KK157331.

Dear buyer: Your Maidenform business will see a 10% increase, if you're never out of these 3 never out bras. Chansonette; Sweet Music; Arabesque. (In Women's wear daily, Nov. 3, 1960, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 3Nov60; KK156908.

Dear merchandise mgr: your Maidenform business will see a 10% increase if your corset and bra department is never out of these 3 never out bras. Chansonette; Sweet Music; Arabesque. (In Women's wear daily, Nov. 17, 1960, p.27) Appl. author: Norman, Craig & Kummel, Inc. © 17Nov60; KK157005.

Dear store president: your Maidenform business will see a 10% increase if your corset and bra department is never out of these 3 never out bras. Chansonette; Sweet Music; Arabesque. (In Women's wear daily, Dec. 8, 1960, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 8Dec60; KK157006.

I dreamed I covered the Paris collections in my Maidenform bra; Arabesque. (In Life, Aug. 29, 1960) Appl. author: Norman, Craig & Kummel, Inc. © 26Aug60; KK156577.

I dreamed I was an autograph hound in my Maidenform bra; Undertone. (In American girl, Jan. 1961, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 25Dec60 (in notice: 1961); KK158776.

Maidenform is about to become a great big fish in the swimsuit sea. (In California apparel news, Sept. 2, 1960, p.33) Appl. author: Norman, Craig & Kummel, Inc. © 2Sep60; KK156900.

Maidenform is making the big splash in swimsuits. (In Women's wear daily, Oct. 5, 1960, section 2, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 5Oct60; KK157966.

Maidenform launches the finest-fitting swimsuits on land, on the sea, and in the air. (In Women's wear daily, Jan. 11, 1961, p.45) Appl. author: Norman, Craig & Kummel, Inc. © 11Jan61; KK158778.

Maidenform swimsuits are now the new stars in the seashore show. (In Women's wear daily, Nov. 16, 1960, p.39) Appl. author: Norman, Craig & Kummel, Inc. © 16Nov60; KK156907.

Now, from the first name in fit, the last word in lace. Inter-Lude lace bandeau; Sweet Music lace contour; Sweet Music lace long line. (In New York post, Nov. 16, 1960, p.54) Appl. author: Norman, Craig & Kummel, Inc. © 16Nov60; KK156902.

MAMLON CO. ©

Fer-Mel lawn food. High efficiency lawn fertilizer for lawns, trees & shrubs. Net weight 20 lbs. © 4Mar61; KK158267.

MANHEIM MANUFACTURING & BELTING CO. ©

How to measure and install Manheim variable speed belt. Appl. author: Foltz-Wessinger, Inc. © 10May61; KK158838.

How to measure and install Veelos, the link V-belt. Appl. author: Foltz-Wessinger, Inc. © 10May61; KK158839.

MVS variable speed belt installation directions. Veelos and Veelink, the adjustable V-belts. Appl. author: Foltz-Wessinger, Inc. © 23May61; KK159417.

MANKIN, R. S. ©

Save up to 30 % railings and columns; build better with Homart. © 12May61; KK159064.

MANUFACTURERS' COUNCIL OF NEW BRITAIN (CONN.)

The breadwinners; how U. S. industrial workers' earnings compare with those elsewhere in the world. (In New Britain herald, May 9, 1961, p.3) © Manufacturers' Council of New Britain; 9May61; KK158811.

The dollar bill that works like 7 dollars. Each week New Britain industry pays out over $2,000,000 in payrolls. (In New Britain herald, Mar. 7, 1961, p.3) © Manufacturers' Council of New Britain; 7Mar61; KK157427.

Forced to move. Here's a situation that nobody in town likes, a plant forced to move to an area more favorable for doing business. (In New Britain herald, Mar. 21, 1961, p.3) © Manufacturers' Council of New Britain; 21Mar61; KK157975.

MANUFACTURERS' COUNCIL OF NEW BRITAIN (CONN.)-Con.

Solid gold fringe benefits; 25% in addition to wages. (In New Britain herald, June 20, 1961, p.12) © Manufacturers Council of New Britain; 20Jun61; KK159814.

Two million dollars, that is our local tax bill. (In New Britain herald, Apr. 4, 1961, p.3) © Manufacturers' Council of New Britain; 4Apr61; KK158126.

What? Me, a salesman? (In New Britain herald, Apr. 18, 1961, p.3) © Manufacturers' Council of New Britain; 18Apr61; KK158542.

MANUFACTURERS' MARKETING CO. ©

Goddard's cabinet makers wax. Palatial care for your furniture with Goddard's. The best from Britain, (In House beautiful, May 1961, p.192) © 20Apr61; KK159345.

Palatial care for your furniture with Goddard's. Cabinet makers wax. (In House beautiful, May 1961, p.192) Appl. author: Monroe F. Dreher, Inc. © 25Apr61; KK158921.

MARCUS, LOUIS. ©

Spring-Easter and summer display guide, '61. © 18Jan61; KK156542.

MARINE PRODUCTS CO. ©

M. P. pumps; over $300 more per acre. How's the best way to get more money every acre of tobacco? © 20Jan61; KK158898.

MARKET FORGE CO. ©

Medi-Prep hospital work stations. Medicine station. Form no.H-6950. NM: new matter. © 30Jan61; KK157010.

Medi-Prep hospital work stations. New, nourishment and ice station, model MP-372 & other equipment. NM: new matter, revisions. © 8Feb61; KK157011.

Medi-Prep hospital work stations; nourishment and ice station. © 20Feb61; KK157590.

MARKS, VIOLA M. SEE Farm House.

MARSH, B. J. ©

B. J. Marsh memorial granites. Grass markers & others. Appl. author: Robert M. Daily, Jr. © 27Dec60; KK157697.

MARTIN (RAY) ENTERPRISES. ©

Announcing the new templatronic designer. New templatronic designer: triangle, template, protractor & scales. © Raymond I. Martin d.b.a. Ray Martin Enterprises; 14Apr61; KK158843.

Design 37° flared hydraulic SAE JIC fittings. Appl. author: Raymond I. Martin. © 5May61; KK159068.

MARTIN, RAYMOND I. SEE Martin (Ray) Enterprises.

MARTIN, ROY H. ©

Window Cleaners Shine for home use. Fifty gallon. © 10Jan61; KK158517.

MARTIN-SENOUR CO. ©

For a change of scene Martin Senour presents: color pointers for interior painting. Martin Senour paints. © 16May61; KK159208.

MARTINSON'S COFFEE, INC. ©

In a hurry, says Edward Mulhare. (In Playbill, Dec. 29, 1958) Appl. author: Robert J. Misch. © 29Dec58; KK159134.

MASEK, JOHN. SEE John's, Inc.

MASTER NURSERYMEN'S ASSN. ©

49'er Gold Strike brand pay dirt. 5 lbs. net. © 10Feb61; KK158862.

MASTER PRODUCTS CO. ©

Cut your costs on holiday mimeographing with money-saving mimeo buys. Dupli-masters & other products. © 4Nov60; KK156354.

MASTERFORM MANUFACTURING CO. ©

Efficient, economical ... multi-color tab filing system for installment financing. © 30Dec60; KK156059.

MATRALIN CO., INC. ©

Lug-a-ture, the world's only patented combination luggage-furniture. Appl. author: Ralph P. Betts. © 4May61; KK159828.

MATS UNLIMITED, INC. ©

Introducing Mats Unlimited station wagon Dek-Mat. Catalog no.CS-6101. © 31Jan61; KK158294.

MATTEL, INC. ©

I'm Chatty Cathy, the talking doll. © 18Jan60 (in notice: 1961); KK159392.

MAYVILLE ENGINEERING CO., INC. ©

Shotshell loading with MEC 500, a progressive reloader. Appl. author: Theodore J. Bachhuber. © 15Jan61; KK157914.

MEAD CORP. ©

Printing sales prospector. © 28Dec59; KK158104.

MEAD JOHNSON & CO. ©

Mary, Mary, quite contrary with good eating habits you grow. Pablum cereals, in five distinct varieties, and BiB juices, in nine delicious flavors. (In True story, July, 1961, p.6) © 6Jun61; KK159577.

Now, for everyone who skips or skimps on meals, Nutrament. Nutritionally complete food. (In The Washington post, Apr. 4, 1961, p.B3) © 4Apr61; KK159298.

Nutrament, for everyone who skips or skimps on meals. A nutritious meal ready to drink. (In New York times, magazine section, Apr. 30, 1961, p.78) © 30Apr61; KK159299.

Nutrament, for everyone who skips or skimps on meals. Housewives, travelers, businessmen. (In Saturday evening post, June 3, 1961, p.78) © 30May61; KK159395.

Nutrament, for everyone who skips or skimps on meals. (In Look, May 9, 1961, p.50h-50i) © 25Apr61; KK158661.

MEAD JOHNSON & CO. EDWARD DALTON CO. DIVISION.

Mary, Mary, quite contrary with good eating habits you grow. Pablum cereals. (In Baby talk, June 1961, p.11) © Edward Dalton Co. division of Mead Johnson & Co. (in notice: Mead Johnson & Co.); 20May61; KK159808.

There was a young lady who lived in a shoe. [Col. picture of child in a shoe] Pablum cereals and BiB baby juices. (In Redbook, June 1961, p.14) © Edward Dalton Co. division of Mead Johnson & Co. (in notice: Mead Johnson & Co.); 17May61; KK159809.

This growing young lady who lives in a shoe needs vitamin C, just as all babies do. BiB baby juices. (In Your new baby, June 1961, p.15) © Edward Dalton Co. division of Mead Johnson & Co. (in notice: Mead Johnson & Co.); 20May61; KK159807.

MEARL CORP. ©

Nacreous pigment handbook. Mearlmaid; Nacromer; Mearlite; Murano. Appl. author: Leon M. Greenstein. © 15Nov60; KK156050.

MEDICAL DEPT., EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. SEE Equitable Life Assurance Society of the United States.

MEEHANITE METAL CORP. ©

Metal selector. © 15Dec60; KK156204.

MEIKLE, GILBERT. ©

Good plumbing provides for human health & convenience; plumbing specialties adapted system. © 24Feb61; KK157204.

MELARD MANUFACTURING CORP. ©

Jet faucet handles; star type. Model 1202. Appl. authors: Sidney J. Shames & Harold Shames. © 30Nov60; KK157920.

Jet shower head; full spray. Model no.360. Appl. authors: Sidney J. Shames & Harold Shames. © 28Nov60; KK157919.

Mr. Faucet Fixer; fix leaky faucets. Model 1302. Appl. authors: Sidney J. Shames & Harold Shames. © 9Mar61; KK157918.

Stop splash; Mel-o-Flo Jet-Aerator. Adapter for unthreaded faucets. Model no.101. Appl. authors: Sidney J. Shames & Harold Shames. © 3Jun60; KK157916.

Stop splash; Mel-o-Flo Jet-Aerator. Attaches internally with expansion adapter. Model no.101. Appl. authors: Sidney J. Shames & Harold Shames. © 27Oct58; KK157917.

Xtenda-shower by Melard. Model no.391. Shower without wetting your hair. Appl. authors: Sidney J. Shames & Harold Shames. © 13Jan61; KK159344.

MEMBERS FOUNDATION FOR COMMERCIAL BANKS. SEE Foundation for Commercial Banks.

MERCANTILE NATIONAL BANK OF CHICAGO. ©

Chicago's most modern full service banking facilities. Appl. author: Hanson & Stevens, Inc. © 13Jan61; KK156805.

49th annual report, Mercantile National Bank of Chicago, 1960. Appl. author: Hanson & Stevens, Inc. © 9Jan61; KK158638.

MERCHANDISE SELECTORS, INC. ©

707 Fleet quality socket wrench & tool set plus 4 big bonus sets. Appl. author: Meyer Robbin. © 3Apr61; KK158072.

MERCK & CO., INC. ©

For continuous flexible protection against both blackhead and hexamitiasis, start now to add HepZide with the Merck margin of surety to your formulations. (In Feedstuffs, Feb. 14, 1959, p.51) © 14Feb59; KK156035.

The genius corner, advice to the service worn. (In Analytical chemistry, Apr. 1961, p.71AR) Appl. author: Charles W. Hoyt Co., Inc. © 20Apr61; KK158592.

She can't read, but she knows it's good news; Pro-Strep in her ration protects her health, aids her growth. (In Feedstuffs, Nov. 7, 1959, p.49) © 7Nov59; KK158485.

MERI-HO TOY CO. ©

Noah and the Ark. Use all 7 blocks to make each puzzle; Puz-L-Blox. Appl. author: Curtis J. Mettling. © 15Dec60; KK158597.

MERRIAM (G. & C.) CO. ©
Great gift idea, just be sure it's a Merriam-Webster. Webster's new collegiate dictionary. (In Time, Nov. 28, 1960, p.70) © 24Nov60; KK156632.
What today's students need to get into college. Webster's new collegiate dictionary. Merriam-Webster. (In Time, Jan. 20, 1961, p.65) © 18Jan61; KK156631.

MERRICK LITHOGRAPH CO. ©
Call them what you wish; coupons, premiums, buyers' dividends. © 19Jan61; KK156978.
What is a buyers' dividend? © 19Jan61; KK156977.

METALAIRE PRODUCTS DIVISION, MCGRAW-EDISON CO. SEE McGraw-Edison Co. Metalaire Products Division.

METROPOLITAN LIFE INSURANCE CO. ©
Christmas, 1960; in ways all its own, Christmas fills our hearts with sentiments of peace on earth. (In U. S. news & world report, Dec. 19, 1960, p.21) Appl. author: Young & Rubicam, Inc. © 12Dec60; KK157406.
Fatigue; a friend in disguise. (In Good housekeeping, Mar. 1961, p.31) Appl. author: Young & Rubicam, Inc. © 21Feb61; KK158892.
Sailing today to retirement islands; even before you're 35, you can be sure you'll make it. (In Life, Nov. 21, 1960, p.105) Appl. author: Young & Rubicam, Inc. © 17Nov60; KK157403.
Sometimes my husband must hate me. (In Family weekly (Danville Commercial-news) Nov. 6, 1960, p.13) Appl. author: Young & Rubicam, Inc. © 6Nov60; KK157412.
This is not a do-it-yourself kit. (In Good housekeeping, Jan. 1961, p.31) Appl. author: Young & Rubicam, Inc. © 20Dec60; KK157407.
What did the explorer miss most in the polar vastness? (In Good housekeeping, Dec. 1960, p.31) Appl. author: Young & Rubicam, Inc. © 17Nov60; KK157405.
When your blood pressure goes up, here's how to help bring it down. (In Redbook, Feb. 1961, p.1) Appl. author: Young & Rubicam, Inc. © 24Jan61; KK157408.

METROPOLITAN WASHINGTON, D. C. BOARD OF TRADE. GREATER NATIONAL CAPITAL COMMITTEE. SEE Washington, D. C. Board of Trade. Greater National Capital Committee.

MEYER, K. C. ©
Whee, Ben Franklin Toytown is now open. © 26May61; KK159515.

MEYER, RICHARD A. ©
Hol'n one donuts to go. © 2Jun61; KK159430.

MEYERS (A. C.) & CO., INC. ©
The Bouffante wind-chaser made of nylon invisa-tulle; full cut. Judy Gay style hit. Appl. author: Alexander C. Meyers. © 31Dec60; KK157237.
La Femme, all occasion whimsy hat, by Judy Gay. Appl. author: Alexander C. Meyers. © 1Feb61; KK156743.

MICHEL (M.) & CO., INC. ©
Aqualoc NX, the protective monofilm water-saver. © 15Feb61; KK157122.

MICHIGAN CARTON CO. ©
Meadow-Cool guaranteed eggs. Eggs & orchid. Design E 908. One dozen. © 15Feb61; KK158018.
Mr. Jersey quality controlled, grade A, large eggs. Eggs, ham, muffins. Design E 1007. One dozen. © 1Jan61; KK158016.
Pine Creek farms grade A, medium eggs. Fried eggs & stars. Design E 1003. One dozen. © 24Feb61; KK158017.
Pride of the Flock brand grade A, large, fresh, infertile eggs. Solid free form & straw. Design E 904. One dozen. © 21Nov60; KK158015.

MICHIGAN CARTON CO. EGG CEL DIVISION. ©
Strickland's grade A medium fresh eggs. Eggs and bacon. One dozen. (Des. E-1005) © 11Apr61; KK159502.

MID-AMERICA CENTENNIAL INSURANCE CO. ©
Mid-America Centennial Insurance Company. Home office: Pittsburg, Kansas. © 16Dec60; KK156616.

MILBURN, FLORENCE C. ©
Madam Florence C. Milburn's magic remedy. 8 fluid ounces. © 21Jan61; KK157725.

MILGROM, HARRY.
Motograph science charts, for science projects, schools, clubs. SEE Science Materials Center, Inc.

MILLER, MINNIE H. ©
Formula for externally-caused skin irritations. 1 oz. or over. © 10Apr61; KK159457.

MILLER BREWING CO. ©
Preparing Miller High Life special yeast prior to fermentation. (In American restaurant magazine, Apr. 1959, p.333) Appl. author: C. A. Mathisson. © 2Apr59; KK157487.
What makes this beer so sparkling clear? High Life. Fishing scene. (In Sports illustrated, Mar. 27, 1961, p.47) Appl. author: C. A. Mathisson. © 27Mar61; KK158298.
What makes this beer so sparkling clear? High Life. [Girl's face & bottle] (In New Yorker magazine, May 20, 1961, p.80) Appl. author: C. A. Methisson. © 20May61; KK159067.
What makes this beer so sparkling clear? High Life. [Man's face & bottle] (In Holiday, Mar. 1961, p.34) Appl. author: C. A. Mathisson. © 1Mar61; KK157798.
What makes this beer so sparkling clear? High Life. Skiiing. (In Sports illustrated, Jan. 30, 1961, p.58) Appl. author: C. A. Mathisson. © 30Jan61; KK156890.
A winning threesome for par-breaking sales. Jimmy Demaret announcing all-star golf for Miller High Life. (In Chain store age, Sept. 1, 1959, p.34) Appl. author: C. A. Mathisson. © 30Aug59; KK158590.

MINK FOOD DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co. Red Heart Mink Food Division.

MINNEAPOLIS STAR & TRIBUNE CO. ©
The new face of the upper midwest, Skrowaczewski. (In Editor & publisher, Feb. 11, 1961, p.25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Feb61; KK157614.
The new face of the upper Midwest; Warmath. (In Advertising age, Dec. 26, 1960, p.7) Appl. author: Batten Barton Durstine & Osborn, Inc. © 26Dec60; KK156368.
New, the market defined in terms of the medium. Darling, I never knew. (In Food field reporter, Jan. 30, 1961, p.5) Appl. author: Batten Barton Durstine & Osborn, Inc. © 30Jan61; KK157953.
The tube that turned the tide in toothpaste. Vademecum tooth paste. (In Sales management, May 5, 1961, p.8) Appl. author: Batten Barton Durstine & Osborn, Inc. © 5May61; KK159483.
What makes a newspaper great? Charles Johnson. (In Sales management, Mar. 3, 1961, p.8) Appl. author: Batten Barton Durstine & Osborn, Inc. © 3Mar61; KK1587[illegible]4.
What makes a newspaper great? Prominent among upper midwesterners ... is Sidney S. Goldish, director of the Minneapolis tribune's Minnesota poll of public opinion. (In Advertising age, Jan. 16, 1961, p.87) Appl. author: Batten Barton Durstine & Osborn, Inc. © 16Jan61; KK157954.

MINNESOTA MINING & MANUFACTURING CO.
Autoclaved? You can be sure. Scotch brand hospital autoclave tape no.222. (In Hospital management, Apr. 1961, p.2 of cover) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co); 15Mar61; KK159382.
Best short wave length response. Scotch brand high resolution tapes. (In Aviation week, May 8, 1961, p.11) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 8May61; KK158991.
Change of address, but magnetic tape keeps the record straight on 7 million subscriptions; Scotch brand. (In Scientific American, May 1961, p.26) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 25Apr61; KK158792.
A Christmas love story. Scotch brand cellophane tape. (In Life, Dec. 19, 1960, p.10) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 16Dec60; KK156486.
Cold logic, seal freshness in with Scotch brand freezer tape. (In The Saturday evening post, May 13, 1961, p.76) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 9May61; KK158990.
Don't push dust around, pick it up with disposable Scotch brand dusting fabric. (In The Saturday evening post, May 13, 1961, p.76) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 9May61; KK158989.
18,000 kisses an hour with 3M's pad applicator and Scotch brand tapes. (In Packaging engineering, Feb. 1961, p.95) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Feb61; KK156871.
18,000 kisses per hour, with 3M-Matic marking equipment. Scotch brand S-603 pad applicator. (In Modern packaging, Feb. 1961, p.76-77) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Feb61; KK156739.
The face of a new advertising campaign; our new ad campaign on Scotch brand cellophane tape is something ... special. © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 4Oct60; KK156544.
For live look, tape it on Scotch brand live action video tape. (In Advertising age, Feb. 20, 1961,

MINNESOTA MINING & MANUFACTURING CO.-Con.

p.59) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 20Feb61; KK158787.

For paint-free panes, Scotch brand masking tape. (In The Saturday evening post, Mar. 18, 1961, p.79) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 14Mar61; KK158988.

For studio quality at home, use the tape professionals use: Scotch brand. (In Tape topics, Apr.-May 1961, p.4 of cover) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Mar61; KK158529.

For the birds, or meat or anything you wrap for your freezer, use Scotch brand freezer tape to seal in freshness and flavor. (In The Saturday evening post, Apr. 15, 1961, p.117) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 11Apr61; KK158992.

For the ultimate in fidelity, use the tape professionals use: Scotch brand. 111 plastic all purpose magnetic tape. (In Tape topics, Feb.-Mar. 1961, p.2) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Jan61; KK156872.

For togetherness in packaging, the Matchmaker is a Scotch brand applicator. (In Consumer packaging, Feb. 1961, p.58-59) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Feb61; KK156740.

For togetherness in packaging, the matchmaker is a Scotch brand applicator. (In Package engineering, Mar. 1961, p.29) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Mar61; KK158263.

For top response, ask your supplier for Scotch brand belts or tapes. (In Geophysics, Apr. 1961, p.38) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Apr61; KK158530.

A glove is a splendid mended thing with Scotch brand plastic tape; tape is a tool, choose the best tape for the job. (In The Saturday evening post, Mar. 4, 1961, p.6) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 28Feb61; KK157734.

Have you actually felt the heat-stopping ability of this new tape from 3M? Scotch brand heat-reflective tape. (In Business week, Jan. 28, 1961, p.58-59) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 28Jan61; KK156738.

How many of these promotional ideas could you use this year. Sasheen ribbon bows. (In Advertising age, Apr. 10, 1961, p.26-27) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 10Apr61; KK158682.

Longest-lasting seal in film, Scotchpak brand. (In Food processing, Mar. 1961, p.80-81) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Mar61; KK158262.

Looks frosty on the roll, invisible on the job. Scotch brand magic tape ... How can you get along without it? (In The Houston chronicle magazine, Feb. 26, 1961, p.5) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 26Feb61; KK159378.

Looks frosty on the roll, invisible on the job. Scotch brand magic tape ... Now at stores everywhere. (In The Houston chronicle magazine, Mar. 5, 1961, p.3) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 5Mar61; KK159379.

Mended and marked all in one; make identifying marks and decorations while you mend with Scotch brand plastic tape. (In The Saturday evening post, Feb. 18, 1961, p.6) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 14Feb61; KK157735.

New way to mass-produce bows more profitably than ever before. (Now you can make more profits in bows than ever before) Sasheen S-71 Bow Maker. (In Chain store age, Mar. 1961, p.92-93) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 28Feb61; KK158948.

Now editing's easier than ever on Scotch brand live-action video tape. (In Advertising age, May 1, 1961, p.87) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1May61; KK158950.

Now 16 times greater tear resistance with Scotch brand Tenzar backed tape. (In Industrial photography, May 1961, p.51) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 5May61; KK159389.

Paint door frames straight the easy way with Scotch brand masking tape. (In The Saturday evening post, Feb. 18, 1961, p.6) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 14Feb61; KK157733.

Paint neatly, even on curves, with Scotch brand masking tape. (In The Saturday evening post, Apr. 15, 1961, p.117) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 11Apr61; KK158995.

Physicians and their patients will be asking for new Scotch brand surgical tape microporous, no.530. (In American druggist, Jan. 9, 1961, p.40) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 9Jan61; KK159388.

Pick up fuzz fast with Scotch brand lint removers. (In The Saturday evening post, Apr. 1, 1961, p.6) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 28Mar61; KK158993.

Plug ugly? Wrap wires neatly, easily, safely with Scotch brand 33 plastic electrical tape. (In The Saturday evening post, Feb. 4, 1961, p.6) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 31Jan61; KK157736.

Purdue's language laboratories, one of the finest facilities for language teaching in the world, rely on magnetic tape for better-trained ears; Scotch brand. (In The Nation's schools, Mar. 1961, p.54-55) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Feb61; KK158681.

Put these ribbons on your must-see list before you buy for your Christmas gift-wrap service. Glowing Sasheen and 2 others. (In Notion & novelty, May 1, 1961, p.34-35) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Apr61; KK159390.

Read why this is today's most advanced surgical adhesive tape. Scotch brand surgical tape microporous, no.530. (In Medical world news, Jan. 6, 1961, p.2 of cover) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Jan61; KK159387.

Sasheen magic; prettier yet when Sasheen and Decorette brand ribbons get together. (In Notion & novelty review, Apr. 1961, profit parade section, p.40-41) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Mar61; KK158996.

Sasheen magic creates all 8 of these beautiful bows for on or about 4¢ each. S-71 & 2 other bow makers. (In Notion & novelty review, Mar. 1961, p.42-43) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Feb61; KK158264.

Scotch brand magnetic instrumentation tapes offer a right tape for every application. (In Aviation week, Jan. 23, 1961, p.13) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Jan61; KK156870.

Scotch brand Tenzar backed tape provides extra strength at no extra cost. Magnetic tape no.311. (In Industrial photography, Feb. 1961, p.18) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 5Feb61; KK158947.

Scotch brand Tenzar backed tape, 16 times greater tear resistance than standard tapes, for only pennies more. No.311. (In Your church, Apr. -June 1961, p.3) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Apr61; KK158531.

Sell Tartan series Scotch brand magnetic tapes, the fast action quality line designed with your profits in mind. (In Photo dealer, Apr. 1961, p.47) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Apr61; KK158534.

Sell Tartan series Scotch brand magnetic tapes, the fast turnover quality line designed with the dealer in mind. (In Record and sound retailing, Feb. 1961, p.18) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Feb61; KK158535.

Set of 4 miniature bread boards only 50¢ plus one plaid tab from Scotch brand transparent tape. (In This week magazine (Minneapolis Sunday tribune) Feb. 19, 1961, p.9) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 19Feb61; KK159384.

Sound talk from the world's most experienced manufacturer of magnetic tapes. Scotch brand magnetic tape, 141 Tartan series. (In Popular photography, Mar. 1961, p.5) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Feb61; KK158532.

Sound talk from the world's most experienced manufacturer of magnetic tapes. Scotch brand magnetic tape, 144 Tartan series. (In Popular photography, May 1961, p.93) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Apr61; KK158533.

Special effects: 1001 special reasons why your commercials should be on Scotch brand live-action video tape. (In Television, Mar. 1961, p.30) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Mar61; KK158528.

Stop shocks and shorts. Scotch brand plastic electrical tape. (In The American home, Oct. 1960, p.69) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Sep60; KK156485.

Strength; bonds strong as a bull rhinoceros made with Scotch-Weld brand structural adhesives. (In Product engineering, Mar. 6, 1961, p.26) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 2Mar61; KK158162.

Take a close look at a totally new concept in surgical adhesive tape. Scotch brand surgical tape microporous, no.530. (In Medical economics, Apr. 10, 1961, p.178) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 10Apr61; KK159386.

The tape that changed TV for all time leads you right to rugged Scotch brand heavy duty tape. (In Aviation week and space technology, Mar. 13, 1961, p.240) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 13Mar61; KK158791.

This totally new adhesive tape is a new high-profit item for you. Scotch brand surgical tape microporous, no.530. (In The A.S.T.A. journal, Apr. 1961, p.108-109) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Mar61; KK159383.

This totally new high-filtration disposable mask can be a high-volume, high-profit item for you. Scotch brand surgical mask, no.8300. (In The A.S.T.A. journal, Apr. 1961, p.47) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Mar61; KK159391.

Tie up with the top Christmas ribbons for re-sale, top quality, top variety, top value. Sasheen Magic; Decorette; Magic Bow. (In Chain store age, Apr. 1961, p.42-43) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 30Mar61; KK158951.

Totally new adhesive tape offers greater on-the-job efficiency. Scotch brand surgical tape microporous, no.530. (In Industrial medicine & surgery, May 1961, p.7) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 5May61; KK159385.

Totally new surgical adhesive tape answers traditional tape problems. Scotch brand surgical tape microporous, no.530. (In Hospital management, Apr. 1961, p.9) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Mar61; KK159381.

Unmistakable. Scotch brand hospital autoclave tape no.222. (In Hospital management, Jan. 1961, p.25) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Dec60 (in notice: 1961); KK159377.

Video tape is the shape of quality TV commercials today. Scotch brand. (In Advertising age, Dec. 19, 1960, p.72-73) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 19Dec60; KK156696.

Voluntary study with the aid of magnetic tape increases use of Princeton's language lab by 50%. Scotch brand magnetic tape no.311. (In The Nation's schools, May 1961, p. 184-185) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Apr61; KK158949.

What do you hear from Previn? Scotch brand magnetic tape. (In Harper's, Apr. 1961, p.69) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 24Mar61; KK158786.

What do you hear from Tschaikovsky? On Scotch brand magnetic tape you hear it all. (In Esquire, Mar. 1961, p.30) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 13Feb61; KK158683.

Whether the take is for discs or for pre-recorded tapes ... For the ultimate in fidelity, use the tape professionals use: Scotch brand. (In Tape topics, Feb.-Mar. 1961, p.2) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Jan61; KK158680.

You can increase patient safety in your hospital with this new high-filtration mask. Scotch brand surgical mask, no.8300. (In Hospital topics, Apr. 1961, p.69-71) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Mar61; KK159380.

Zip, and excess paint strips away with Scotch brand masking tape. (In The Saturday evening post, Apr. 1, 1961, p.6) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 28Mar61; KK158994.

MINNESOTA MUTUAL LIFE INSURANCE CO. ©
The V XXV commencement plan, designed especially for college students; providing a solid foundation for your financial future. © 12Dec60; KK156629.

MISS GEORGETTE SALONS.
Latest report. SEE Rubin, Lillie.

MR. CESSPOOL.
Free service contract. (In Newsday, Mar. 18, 1961, p.10) © Matthew Cappuccio & Dominick Burde d.b.a. Mr. Cesspool; 18Mar61; KK158101.

MRS. LELAND'S MASTER KITCHENS. ©
Church groups, schools, organizations; any group can make $50.00 to $1,000.00 and more with Mrs. Leland's famous old-fashioned golden butter-bits. © 23Dec60 (in notice: 1961); KK156063.

Dutch countryside. Famous old fashioned golden butter-bits; Vacu-Fresh canister. Net weight one pound. NM: pictorial representation. © 31Dec60 (in notice: 1958); KK156600.

If you act now, we'll send you all the canisters of famous old-fashioned golden butter-bits or bars of ... milk chocolate you'll need to raise $50.00 to $1,000.00. © 23Dec60 (in notice: 1961); KK156062.

If you act now, we'll send you all the canisters of famous old-fashioned golden butter-bits you'll need to raise $50.00 to $1000.00. NM: additions. © 23Dec60 (in notice: 1961); KK156064.

Oriental gardens. Famous old fashioned golden butter-bits; Vacu-Fresh canister. Net weight one pound. NM: pictorial representation. © 31Dec60 (in notice: 1958); KK156599.

Yours, free; a lovely, decorated, full pound canister of Mrs. Leland's famous old-fashioned golden butter-bits. NM: revisions & additions. © 23Dec60 (in notice: 1961); KK156061.

MOCA-SHAKE CO. SEE Lazarus, Millard F.

MOHASCO INDUSTRIES, INC. MOHAWK CARPET MILLS. SEE Mohawk Carpet Mills.

MOHAWK CARPET MILLS.
Carpet craftsmanship from the looms of Mohawk Randomaire. Fanciful Indian boy. © Mohasco Industries, Inc. (in notice: Mohawk Carpet Mills, a division of Mohasco Industries, Inc.); 18Jul60; KK158897.

MOHAWK FURNITURE FINISHING PRODUCTS, INC. ©
Complete product listing. Chart. Lacover refinishing agent for furniture defects & other products. Appl. author: Frank Donald Pabis. © 30Jan61; KK158386.

MOLKEREI-ZENTRALE BAYERN, G.M.B.H. ©
Alpenjoy, 6 Slices in One Band, individually packed. A Bavarian cheese. © 30Nov60; KK156118.

MOLSBERRY CO. ©
H. L. Stoker Co., exclusively bag packers; bag packers for seed packaging. © 1Nov60; KK158558.

H. L. Stoker Co., exclusively bag packers. Standard models 1-5-V-R, 1-5-D-R, 1-5-R, 54-R. © 1Dec60; KK158559.

H. L. Stoker Co., exclusively bag packers. Volumetric packer, model DX-VP. © 1Nov60; KK158596.

New from H. L. Stoker Company, clean design brings clean performance with the Stok-Aire air pressure packer. © 10Mar61; KK159271.

MONARCH SALES CORP. ©
Are you troubled by the high cost of smoking? (Cigarette value offer) © 22Mar61; KK158599.

MONET JEWELERS. ©
Gilding the lily for Easter; Monettes. Sophisticate. (In Seventeen, Mar. 1959, p.38) © 1Mar59; KK156125.

MONLAN CORP. ©
Ever try to drink through a broken straw? In effect, your furnace has the same trouble when the filters are plugged. Fuel Saver filters. Appl. author: Drennan W. Hart Advertising. © 31Dec60; KK156831.

My house cleaner, with more heat, at less cost? With Fuel Saver filter service your house stays cleaner, you get more heat at less cost. Appl. author: Drennan W. Hart Advertising. © 31Dec60; KK156832.

MONROE CALCULATING MACHINE CO., INC. ©
Instructions for operating Monroe calculator model 4N-4. Appl. author: Everett P. Sickels. © 28Apr61; KK159282.

MOON, HOWELL CHANDLER. SEE Chanco Chemical Co.

MOORE (BENJAMIN) & CO. ©
A little Moore paint makes a big difference. Benjamin Moore paints. (In American home, June 1961, p.64) Appl. author: Monroe F. Dreher, Inc. © 19May61; KK159394.

A little Moore paint makes a big difference. (In American home, Apr. 1961, p.97) Appl. author: Monroe F. Dreher, Inc. © 22Mar61; KK158473.

MOORES (H. C.) CO. ©
The big buy in Greater Boston: new instant Pream for your coffee and cooking, too; giant size. (In The Boston globe, morning ed., Oct. 18, 1960, p.22) Appl. author: Benton & Bowles, Inc. © 18Oct60; KK157470.

The big buy in Greater Worcester, new giant size Pream creams up to 120 cups. (In Worcester daily telegram, Nov. 3, 1960, p.16) Appl. author: Benton & Bowles, Inc. © 3Nov60; KK157469.

MORAN SHOE CO. ©
Proper care of baby's feet; Wee Walker shoes. © 28Feb61; KK157591.

MOR-CRAFT CO. ©
Send-off-kit. Best man kit. © 9Mar61; KK157653.

MORGAN CONSTRUCTION CO. ©
Management wants profit, millmen need efficiency; Morgan has the know-how to build more of each into your mill. (In Iron age, Mar. 30, 1961, p.122-123) © 30Mar61; KK158471.

MORRELL (JOHN) & CO. ©
Lean and tender, sugar cured taste, just heat and serve, no bone, no waste. Morrell Pride canned ham. (In Oakland tribune, Dec. 14, 1960, p.1-X) Appl. author: John W. Shaw Advertising, Inc. © 14Dec60; KK157349.

Skinless franks, all meat. Morrell Pride franks. Morrell sliced bacon in sliding tray. (In Los Angeles times, May 25, 1961, p.14, pt.1) Appl. author: John W. Shaw Advertising, Inc. © 25May61; KK159317.

You save again and again with Morrell's E-Z dime offer. Bacon. (In Los Angeles examiner, Apr. 20, 1961, section 1, p.14) Appl. author: John W. Shaw Advertising, Inc. © 20Apr61; KK158574.

MORRELL (JOHN) & CO. BOB OSTROW CO. SEE Ostrow (Bob) Co.

MORRELL (JOHN) & CO. RED HEART DIVISION. ©
Now dogs can eat as well as people do; all the nutrients of a complete steak dinner in one can of Red Heart, certified in writing. (In Good housekeeping, Mar. 1961, p.169) Appl. author: John W. Shaw Advertising, Inc. © 21Feb61; KK158646.

Now dogs can eat as well as people do; all the nutrients of a complete steak dinner in one can of Red Heart. (In Reader's digest, Feb. 1960, p.18-19) Appl. author: John W. Shaw Advertising, Inc. © 21Jan61; KK157082.

Now dogs can eat as well as people do; all the nutrients of a complete steak dinner in one can of Red Heart. (In Reader's digest, Apr. 1961, p.177) Appl. author: John W. Shaw Advertising, Inc. © 21Mar61; KK158078.

Now, you can personalize your home ... do-it-yourself Paint-a-Mural. Living, dining, den, family room, bedroom, no.LDDFB1-DT. Decorative tree. © 9Feb60; KK156456.

Now, you can personalize your home ... do-it-yourself Paint-a-Mural. Living, dining, den or family room, bedroom, no.LDDF1-G. Garden motif. © 9Feb60; KK156455.

MORRELL (JOHN) & CO. RED HEART MINK FOOD DIVISION.
Produce premium pelts with the dietetically balanced meat protein of Red Heart mink food. (In American fur breeder, Feb. 1961, p.3) © Red Heart Division, John Morrell & Co. (Mink Food Division) (in notice: Red Heart Mink Food Division, John Morrell & Co.); 1Feb61 (in notice: 1960); KK158647.

MORRIS (PHILIP) INC. ©
Alpine unmasks the rich, clean, fresh taste of tobacco because Alpine has natural menthol in the blend. (In The Hartford times, Nov. 21, 1960, p.28) Appl. author: Doyle Dane Bernbach, Inc. © 21Nov60; KK156535.

Eenie meenie menthol. Ever see so many menthol cigarettes? Alpine filter cigarettes. (In Fort Wayne news-sentinel, Nov. 14, 1960, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 14Nov60; KK156142.

Go to the mountain, it will do a lot for you. Alpine filter cigarettes. [Man helping woman climb to top of mountain] (In Boston Sunday globe, Nov. 20, 1960, p.20-21) Appl. author: Doyle Dane Bernbach, Inc. © 20Nov60; KK156339.

What makes this such a prize? You get the famous Benson & Hedges filter system. (In The New Yorker, Nov. 19, 1960, p.77) Appl. author: Doyle Dane Bernbach, Inc. © 17Nov60; KK156529.

You pay more, you get more; you get the famous Benson & Hedges filter system, you get the world's choicest tobaccos. (In Playbill, Nov. 28, 1960, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov60; KK156527.

MORSE (HERBERT A.) ASSOCIATES. ©
How to create a favorable store image through advertising; 30 answers to a major problem of super markets. © 13Oct60; KK156239.

MORTRUDE, WILLIAM E. ©
Smart Lady face freshening mask. Use directions. Contents: 2.25 oz. © 19Dec60; KK156708.

MO-SAI INSTITUTE, INC. ©
Curves of canopy and wall panels show design versatility of Mo-Sai. © 25May61; KK159170.

Mo-Sai facade helps attract Sears customers in Roanoke, Virginia, Omaha, Nebraska, Salt Lake City, Utah. Mo-Sai precast concrete. © 24May61; KK159419.

Mo-Sai precast concrete curtain wall goes to the office. © 6Apr61; KK158066.

MOTEL ASSOCIATIONS CONSOLIDATED. ©
The Mac family. Appl. author: Archie W. Hall. © 27Apr61; KK158584.

MOTHER'S COOKIE CO., INC. SEE Robert's Cookie Co.

MOYER, R. D. ©
Detergents for food plant cleaning. Alkem detergent guide; properties of various materials. © 1Apr61; KK159130.

MURA-WAL DESIGNS, INC. ©
Now, you can personalize your home ... do-it-yourself Paint-a-Mural. Boys', girls' or nursery, no.BGNT2-T. Stylized train. © 9Feb60; KK156457.

MURFIN CO. ©
Save this card; use it wet, to clean surface where emblem is to be placed. Appl. author: Clifton H. Murfin. © 1Feb61; KK157511.

MURKETTE CO. ©
Babies love the Murkette Bottle Wheel bottle holder. © 18Oct60; KK157726.

MUTSCHLER BROS. CO. ©
For contemporary that's creative, series 700; for decor with a heritage, series 600. Hardwood kitchens. Appl. author: Juhl Advertising Agency. © 15Nov60; KK156874.

MYZON LABORATORIES. ©
Far more than just another iron; Myzon super iron plus. (In National hog farmer, Feb. 1961, p.47) Appl. author: Henri, Hurst & McDonald, Inc. © Myzon Laboratories; 25Jan61; KK157683.

New, not just another scours tablet; calf builder tablets. Cortasep stops mastitis 4 ways. (In Hoard's dairyman, Feb. 25, 1961, p.162) Appl. author: Henri, Hurst & McDonald, Inc. © 25Feb61; KK157639.

N

N. D. P. CORP. SEE National Dairy Products Corp.

NRC EQUIPMENT CORP. ©
HS series diffusion pumps, model HS4-750. © 21Feb61; KK157209.

Model 2915B, high vacuum resistance furnace for temperatures up to 2400°C. © 16Mar61; KK157974.

NAISTADT, JACOB. SEE Petburger Products.

NAME-MAKER CORP. ©
Write your own lucky baggage tag. Magic window seals in identification permanently. © 2Feb61; KK159188.

NAN'S HAND MADE CANDIES. ©
Nan's hand-made candies. Net weight 1 pound. © 14Dec60; KK156413.

NAREMCO SERVICES, INC. ©
Explorations in paperwork. © 10Apr61; KK158155.

Order/billing cycle. © 26May61; KK159343.

NATIONAL APPLIANCE PARTS MANUFACTURERS ASSN. ©
NAPMA. This symbol identifies for you the National Appliance Parts Manufacturers Association. (In Electric appliance service news, Mar. 1961, p.17) Appl. author: Jacques LesStrang. © 22Mar61; KK158667.

NATIONAL ASSOCIATED MILLS, INC. ©
Round-the-clock; individualized fit in width as well as length. Stocking foot size & leg pattern. © 1Aug60; KK156159.

NATIONAL COMMITTEE ON THE OBSERVANCE OF MOTHER'S DAY, INC. ©
Mother's Day for the world's best mom. Appl. author: Bernard Victor. © 10Jan61; KK159133.

Mother's Day, May 8; she deserves the best. Official promotion display material for Mother's Day. Appl. author: Bernard P. Victor. © 12Jan60; KK159633.

Mother's Day, May 11; to mom with love; official poster 1958. Appl. author: Bernard P. Victor. © 13Jan58; KK159634.

Remember Mom, queen of your heart, Mother's Day, May 10. Appl. author: Bernard Victor. © 6Jan53; KK159632.

NATIONAL DAIRY. BREYER ICE CREAM DIVISION. SEE National Dairy. Breyer Ice Cream Division.

NATIONAL DAIRY PRODUCTS CORP. ©

Almond butterscotch royale Sealtest ice cream. One half gallon liquid. Appl. author: Marathon, division of American Can Co. © 26Jan61; KK157061.

Hooray for the red, white & blueberry. Raspberry, vanilla, blueberry Sealtest ice cream. One pint liquid. Appl. author: Marathon, division of American Can Co. © 1Mar61; KK157924.

Red, white & blueberry; Sealtest ice cream. Guardwall flavor protected carton. One half gallon liquid. Appl. author: Raymond Loewy Associates. © 19Apr61; KK158967.

Sealtest ice cream, coffee. One pint liquid. Appl. author: Raymond Loewy & Associates. © 2Jan61; KK157198.

Sealtest ice cream, vanilla fudge royale. One pint liquid. Appl. author: Raymond Loewy & Associates. © 2Jan61; KK157199.

Sealtest 900 calorie diet for weight control; vanilla flavored. Contents one quart. Appl. author: Raymond Loewy Associates. © 28Nov60; KK156445.

Sealtest Vege-Dill cottage cheese. Appl. author: Raymond Loewy Associates. © 1Feb61; KK156790.

NATIONAL ENURESIS SERVICE.

Wet the bed. (In Minneapolis Sunday tribune, picture section, May 7, 1961, p.23) © National Enuresis Service, Edward H. Bodine, owner; 7May61; KK159096.

NATIONAL EXCHANGE CLUB. ©

Past presidents roster. Here is a plaque that does double duty. Appl. author: Herold M. Harter. © 8Feb61; KK157104.

Recognition plaque. Appl. author: Herold M. Harter, national secretary. © 16Feb61; KK157505.

NATIONAL FOOD PRODUCTS, INC. ©

Luxury brand egg noodles. 6 oz. net wt. Appl. author: Fitzgerald Advertising Agency, Inc. © 20Feb61; KK159601.

NATIONAL GEOGRAPHIC SOCIETY, WASHINGTON, D. C.

World globe. © National Geographic Society; 13Mar61; KK157662.

NATIONAL RESEARCH ASSOCIATES, INC. ©

The boats that fly. Aqua Gem. © 29May61; KK159826.

NATIONAL SANITATION FOUNDATION. AMERICAN INSTITUTE OF ENVIRONMENT. SEE American Institute of Environment.

NATIONAL TEA CO. ©

The best of the season, a turkey from National. (In The Milwaukee journal, Nov. 20, 1960, p.4) Appl. author: N. L. Chaplicki. © 20Nov60; KK156554.

NESTLE CO., INC. ©

For girls who know boys who like to eat, and what boys don't. Double Crunchers. Semi-sweet chocolate Toll House morsels. (In Co-ed, Feb. 1961, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 20Jan61; KK157560.

Have a Nestle's cookie-n-cocoa party; it's the coziest with new semi-sweet chocolate Double Crunchers and Ever Ready cocoa. (In True story, Mar. 1961, p.81) Appl. author: McCann-Erickson, Inc. © 4Feb61; KK157559.

Look, you're an artist with new Scotch Crispies. Butterscotch morsels. (In McCall's, Mar. 1961, p.52) Appl author: McCann-Erickson, Inc. © 21Feb61; KK157551.

A new distinctive blend, Nestea, the Ceylon crystal tea, and the wonder is it's instant. (In Life, Jan. 20, 1961) Appl. author: McCann-Erickson, Inc. © 17Jan61; KK157561.

New recipe: Mix a batch of Toll House. Nestle's semi-sweet chocolate Toll House morsels. (In The Atlanta journal and constitution magazine, Oct. 18, 1959, p.45) Appl. author: McCann-Erickson, Inc. © 18Oct59; KK159418.

Try Nestea, the Ceylon crystal tea at our expense. (In Life, Feb. 17, 1961, p.50) Appl. author: McCann-Erickson, Inc. © 14Feb61; KK157562.

Whee, it's free; Nestle's new strawberry flavor Quik, the greatest pink drink on earth. Get your free personal serving of Quik inside every specially marked box of Trix. (In The New York news, May 28, 1961) Appl. author: McCann-Erickson, Inc. © 28May61; KK159797.

NEW YORK AIR BRAKE CO. KINNEY VACUUM DIVISION. ©

Kinney bronze bellows sealed high vacuum valves, series OB. Dec. 15, 1960. (Catalog bulletin 3420.1) Appl. author: Kingsley E. Humbert. © 30Jan61 (in notice: 1960); KK156481.

Kinney diaphragm sealed vacuum valves, series DC. Dec. 15, 1960. (Catalog bulletin 3400.1) Appl. author: Kingsley E. Humbert. © 30Jan61 (in notice: 1960); KK156479.

Kinney globe type high vacuum valves, series BB. Dec. 15, 1960. (Catalog bulletin 3421.1A) Appl. author: Kingsley E. Humbert. NM: revisions. © 30Jan61 (in notice: 1960); KK156482.

Kinney high vacuum gate valves, series G. Dec. 15, 1960. (Catalog bulletin 3440.1A) Appl. author: Kingsley E. Humbert. © 30Jan61 (in notice: 1960); KK156480.

NEW YORK LIFE INSURANCE CO. ©

Should you be a biologist? By Bentley Glass. (In Senior Scholastic, Feb. 8, 1961, p.46-47) © 8Feb61; KK157019.

Should you go into law enforcement? By J. Edgar Hoover. (In Senior scholastic, May 10, 1961, p.26-27) © 10May61; KK158974.

NEW YORKER STORES. ©

Gift stamp worth 5 cents in trade, no cash needed. Appl. author: George A. Reinhardt. © 16Dec60; KK158114.

NICHOLSON FILE CO. ©

Any and every minute spent discussing files is a hard working minute, productive of sales and profits. © 1Jan60; KK157161.

NIMROD PRODUCTS, INC. ©

Commander lighter. Appl. author: Daniel J. Capozzi. © 21Dec60; KK158556.

NIPSCO. SEE Northern Indiana Public Service Co.

NITEY NITE. ©

World's coolest families endorse Fabricool. [Two huge penguins & 2 children] (In Parents' magazine, Apr. 1961, p.81) Appl. author: Doyle Dane Bernbach, Inc. © 25Mar61; KK159028.

World's coolest families endorse new Fabricool. [Two huge penguins & 3 children] (In McCall's, Apr. 1961, p.137) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar61; KK159021.

NOCONA BOOT CO., INC. ©

Here's new comfort for those who ride horses, seamless saddle-side. (In The Western horseman, Mar. 1961, p.2) Appl. author: Thomas L. Yates. © 20Feb61; KK157572.

Spectacular development by Nocona; Seamless Saddle-Side. Boots. (In The Dude rancher, Jan. 1961, p.22) Appl. author: Thomas L. Yates. © 31Jan61; KK156896.

Spectacular development by Nocona; Seamless Saddle-Side. (In The Western horseman, Feb. 1961, p.5) Appl. author: Thomas L. Yates. © 20Jan61; KK156640.

NORBECK, ABEL O. SEE Aonco.

NORDBERG MANUFACTURING CO. ©

Back manganese crusher parts, the safe, sure, simple way with Nordbak. (Bulletin P-61) © 3Nov60; KK156353.

Now, for even greater production, the 10 ft. Symons cone crusher. Engines & other machinery. (Bulletin P-58) © 3Nov60; KK156352.

NORM ADVERTISING, INC. ©

Sales building advertising, interrupting advertising and publicity aids for general advertisers. Vol.86. © 6Jun61; KK159779.

NORMAN INDUSTRIES, INC. ©

Stop thief. Free See All theft control analysis can show you how to stop heavy shoplifting losses once and for all. Convex mirrored reflectors & other items. Norman Kiven. © 7Mar61· KK157442.

NORTH AMERICAN MANUFACTURING CO. ©

For fast heating, use North American flat flame burners. (In Industrial gas, Mar. 1961, p.2) © 15Mar61; KK158589.

NORTHERN INDIANA PUBLIC SERVICE CO.

Be dol-l-lar wise folks, sign up now for our convenient home heating budget plan. Peppy Flame. (In The Hammond times, May 3, 1961, p.C-2) © NIPSCO, accepted alternative designation for Northern Indiana Public Service Co.; 3May61; KK158953.

NORTHWEST ELECTRIC CO. ©

Devil Dog automatic burglar signal. Appl. author: Leo G. Stransky. © 18May61; KK159241.

NORTHWEST PAPER CO. ©

Annual report, the Northwest Paper Company, for the year ended December 31, 1960. Mountie & chipmunk. © 15Mar61; KK157598.

Mountie & cougar. Carlton bond. © 28Apr61; KK158752.

Mountie, boy and dog. Carlton Bond. Apr. 1961. © 30Mar61; KK158384.

Mountie on snowshoes. Carlton Bond. Mar. 1961. © 24Feb61; KK157207.

NORTHWEST PAPER CO.-Con.

Mountie, shepherd & lamb. Carlton bond. © 26May61; KK159313.

Scouting. Carlton Bond. Feb. 1961. © 27Jan61; KK156998.

Tracks across the divide. Carlton Bond. Jan. 1961. © 29Dec60; KK156209.

NU-KLEETS.

Attention Little Leaguers: replace those worn out cleats with Nu-Kleets, a brand new service. © Gifford H. Teeple, Jr. d.b.a. Nu-Kleets; 21Mar61; KK158047.

O

OPW CORP. ©

Here's the literature you requested. Nozzles & 3 other products. (Form LR) © 1Sep60; KK156952.

OBST, RAYMOND. SEE American Group Buying Guild.

O'DONNELL-USEN FISHERIES CORP. ©

Taste O Sea shrimp dinner, with buttered peas and potato puffs. Net wt. 7 ozs. © 5Jan61 (in notice: 1960); KK157173.

OFFICIAL PRODUCTS CO., INC. ©

It's Official polishing discs. (In Autobody and the reconditioned car, Oct. 1960, p.35) © 1Oct60; KK157363.

It's Official pre-packaged profits; polishing discs. Dealer price sheet. © 15Sep60; KK157364.

OHIO MATCH CO. ©

Beef crust pie with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158224.

Blue Tip. Assorted classic designs, 50 king size matchbooks. Red rose, stem and leaves showing. © 5Apr60; KK158230.

Chili con carne with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158221.

Country chicken casserole with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158231.

Fish fillets with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158225.

Free recipe book, coupon inside. America's favorite by far, Hunt's tomato sauce. © 6Apr60; KK158229.

Free recipe book, coupon inside. Brighten up pot roast, stews, casseroles with Hunt's tomato sauce. © 6Apr60; KK158220.

Hash'n Hunts with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158218.

Huntburgers with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158219.

Mother's meat loaf with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158223.

Skillet Spanish rice with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158222.

Spaghetti meat sauce with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158226.

Veal goulash with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158228.

Western lima bake with Hunt's tomato sauce, recipe inside. © 6Apr60; KK158227.

OHRBACH'S, INC. ©

But a girl shouldn't dress like a man. (In The New York times, Apr. 2, 1961, p.49) Appl. author: Doyle Dane Bernbach, Inc. © 2Apr61; KK159012.

Christmas? Ohrbach's is ready with thousands of gifts for men, women and children. (In Newark evening news, Nov. 23, 1960, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 23Nov60; KK156538.

Christmas comes from everywhere at Ohrbach's. (In The New York times, Dec. 4, 1960, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 4Dec60; KK156340.

The cutest dolls wear dresses from Ohrbach's. [Doll holding bouquet] (In New York world-telegram & sun, Mar. 24, 1961, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 24Mar61; KK159005.

The cutest dolls wear dresses from Ohrbach's. [Doll with hand to head] (In The Newark star-ledger, Apr. 7, 1961, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 7Apr61; KK159025.

How high can you go? (In The New York times, Dec. 7, 1960, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 7Dec60; KK156341.

How to dress the house beautifully too. Discover Ohrbach's decorator gift shop. (In The New York times, Nov. 27, 1960, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov60; KK156345.

How to get rid of a problem. Send him to camp in stuff from Ohrbach's. (In The New York times, Apr. 23, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 23Apr61; KK159016.

It's rather silly to pay more than necessary. (In The New York times, Mar. 26, 1961, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 26Mar61; KK159023.

Look like a real man in a suit from Ohrbach's. [Doll wearing jacket & cap] (In The New York times, Mar. 27, 1961, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar61; KK159018.

Look like a real man in clothes from Ohrbach's. [Doll wearing suit & bow tie] (In The New York times, Apr. 12, 1961, p.49) Appl. author: Doyle Dane Bernbach, Inc. © 12Apr61; KK159026.

Manana, manana. Everyday, fresh fashions pour through our doors. (In The New York times, Apr. 9, 1961, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 9Apr61; KK159015.

La Mirada. Beat the crowds. Be here tomorrow at noon. (In Anaheim bulletin, Nov. 2, 1960, p.5) © 2Nov60; KK159106.

Next to my bottle and my mommy, and my daddy ... I love Ohrbach's best. (In The New York times, Mar. 29, 1961, p.36) Appl. author: Doyle Dane Bernbach, Inc. © 29Mar61; KK159020.

Ohrbach's is crazy. (In World telegram and sun, Dec. 13, 1960, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 13Dec60; KK156342.

Please, don't get me anything. You can make a little cash look like a lot of love by getting her present at Ohrbach's. (In Daily news, New York, May 3, 1961, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 3May61; KK159645.

There is no evidence that reindeer can fly and it is absurd to assume that one man can reach every chimney in one night. (In The New York times, Dec. 11, 1960, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 11Dec60; KK156344.

Tonight on TV, tomorrow at Ohrbach's, the newest excitement from Paris and Italy: fashion in motion. (In New York journal-American, Mar. 15, 1961, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 15Mar61; KK158236.

Wait til you see the great new Ohrbach's Paris collection. (In The New York times, Mar. 12, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 12Mar61; KK158242.

What can a poor girl do? The same as a rich girl, go to Ohrbach's. (In The New York times, Mar. 19, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 19Mar61; KK158240.

What will my friends think if I pay so little? (In The New York times, Feb. 26, 1961, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 26Feb61; KK158241.

Who said clothes make the man? (In The New York times, Mar. 5, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 5Mar61; KK158239.

OIL BASE, INC.

Black Magic; handbook. © Oil Base, Inc. & Lionel Ormsby; 15Dec60; KK158848.

OIL HEAT COUNCIL, INC., OF GREATER CHICAGO. ©

You've got a good thing in oil heat; clean. Little girl & book. © 1Dec60 (in notice: 1961); KK158901.

You've got a good thing in oil heat; costs less. Boy & cash register. © 1Dec60 (in notice: 1961); KK158903.

You've got a good thing in oil heat; dependable. Boy & bath towel. © 1Dec60 (in notice: 1961); KK158902.

You've got a good thing in oil heat; safe. Baby on blanket. © 1Dec60 (in notice: 1961); KK158900.

OLD COLONY GAS & OIL CO. ©

Little drops of water. Old Colony can hardly be compared with the roaring Niagara Falls. © 18May61; KK159065.

Never again, perhaps, will such an opportunity come to the people of Minneapolis. Ethyl. © 2Feb61; KK156933.

Old Colony features genuine Ethyl to put more zip in your trip. [Front & back cover of road map of Minnesota] Appl. author: Henry Langdon Prestholdt. © 10Apr61; KK159743.

OLIN MATHIESON CHEMICAL CORP. ©

Have you explored the potential of Squibb's new antifungal antibiotic? Mycostatin 20. (In Feedstuffs, July 18, 1959, p.45) © 18Jul59; KK159280.

OLIVE BRANCH PRESS.

Negro burned at the stake. © Olive Branch Press, trade name of Ralph Ginzburg; 21Jun61; KK159790.

OLIVER, J. HAROLD. SEE Chemist.

OLSON RUG CO. ©

Free, new Olson carpet & rug book. Three rolls of rugs. (In Parents' magazine, Jan. 1961) Appl. author: Arthur W. Prussing. NM: revisions. © 27Dec60; KK159565.

Free, new Olson carpet & rug book. Two rugs. (In Farm journal, Jan. 1961) Appl. author: Arthur W. Prussing. NM: revisions. © 21Dec60; KK159564.

Have better rugs & wall to wall carpet the famous Olson magic way. (In Popular science, Jan. 1961) Appl. author: Arthur W. Prussing. NM: additions. © 1Dec60; KK159563.

Lovelier, low priced rugs, carpeting. Two room scenes & four rugs. (In House & garden, Feb. 1961) Appl. author: Arthur W. Prussing. NM: additions. © 11Jan61; KK159567.

Luxurious duo-weave broadloam factory-to-you. (In House beautiful, Sept. 1960, p.99) Appl. author: Arthur W. Prussing. NM: addition. © 22Aug60; KK157583.

Save up to 1/2 factory to you. Write for exciting new free full color book. W. E. Olson. (In American home, Aug. 1960, p.88) Appl. author: Arthur W. Prussing. NM: additions. © 15Jul60; KK157494.

Save up to 1/2 on rugs and wall-to-wall carpeting. Six rugs, room scene & picture of girl's head & catalog. (In Better homes & gardens, Feb. 1961) Appl. author: Arthur W. Prussing. NM: additions. © 13Jan61; KK159566.

ONEIDA, LTD. ©

Hi, something shiny inside. Happy Hippo has great fun in the water, in the sun ... eat with gleaming, handsome stainless. © 15Feb61; KK158281.

Hi, something shiny inside. Summer, winter, spring and fall, Mr. Stork is right on call ... a gleaming spoon for baby's repast. © 15Feb61; KK158280.

Hi, something shiny inside. When a baby starts to toodle and to hum a merry tune, then's the time to trade the bottle for a shiny fork and spoon. © 15Feb61; KK158745.

Hi, something shiny inside. Wily Mr. Octopus is always on the prowl ... he wants a lovely Progress set when sitting down to sup. © 15Feb61; KK158282.

Hi, something shiny inside. Your friend, Mr. Tiger, is dancing with joy ... it's a knife, fork and spoon. © 15Feb61; KK158279.

If you're dreaming of a sterling Christmas, choose your Heirloom pattern now. Lasting Spring & 4 other patterns. (In Vogue, Dec. 1960, p.22) Appl. author: J. Walter Thompson Co. © 1Dec60; KK156990.

Lasting Spring in Heirloom sterling. (In House & garden, Oct. 1960, p.25) Appl. author: J. Walter Thompson Co. © 20Sep60; KK156991.

Now, stainless with an inlay of everlasting porcelain flowers: White Lily. (In Mademoiselle, Mar. 1960, p.97) Appl. author: J. Walter Thompson Co. © 28Feb60; KK156993.

Shoreline, superb stainless with flowing grace and beauty. (In The New Yorker, Dec. 10, 1960, p.180) Appl. author: J. Walter Thompson Co. © 8Dec60; KK156992.

Young America sets the fashion, makes it fun with Solid Stainless, by Oneida. Shoreline; Profile. Smorgasbord party. (In Good housekeeping, Apr. 1960, p.133) Appl. author: J. Walter Thompson Co. © 19Mar60; KK156994.

OOPS CO. ©

Krazy new toy-game, ages 2 to 80: Oops, you've lost your marbles. Appl. author: Gerard Ward D'Arcey. © 5Dec60; KK156000.

OPAD ELECTRIC CO. ©

Non-destructive insulation tester; Model HV53. Bulletin no.1400. Appl. author: Henry Louis Opad. © 1Feb61; KK156869.

ORAL B CO. ©

Make every minute count, use the brush that protects gums, too. (In Coronet, May 1961, p.4 of cover) Appl. author: Clark Whitely Lawrence. © 20Apr61; KK158591.

Make every minute count, use the brush that protects your gums, too. (In Sunset, Apr. 1961, p.3 of cover) Appl. author: Clark Whitely Lawrence. © 25Mar61; KK158595.

ORESMAN (S. R.) & CO. ©

Decorate your own Christmas stocking in gleaming glitter. (Gleaming glitter Christmas stocking) © 20Feb61; KK159110.

Santa's Magic Button Christmas stocking. © 1Feb61; KK156967.

ORIGINAL PANCAKE HOUSE, INC. SEE Smitty's Pancake House.

ORKIN EXTERMINATING CO., INC. ©

Bess Myerson says: Absolutely no strings, free inspection. (In The Southern Israelite, Mar. 31, 1961, p.3) © 31Mar61; KK159258.

Bess Myerson says: Diamonds are a girl's best friend. (In The North Side news, Jan. 19, 1961, p.9) © 19Jan61; KK159257.

Bess Myerson says: Many dangers give warning but not termites. (In The Wilson daily times, Feb. 25, 1961, p.7) © 25Feb61; KK159129.

Bess Myerson says: Naturally, you can expect your strongest protection against termites from the world's largest pest control company. Rev. 3-61. (Form 1006) © 19Jan61; KK157103.

Bess Myerson says: when you see termites swarming, you've had your warning. (In The Atlanta journal and Atlanta constitution, Feb. 26, 1961, p.21) © 26Feb61; KK158453.

Don't be misled. Innocent looking flying ants could be destructive termites. Appl. states prev. reg., in part, as KK154931. NM: new matter. © 1Mar61; KK158269.

Proposal and specifications; Orkin for the sake of your home. © 25Jan61; KK157636.

A special bonus for you. © 1Mar61; KK158271.

Stop termite damage. Appl. states prev. reg. 1953, KK97177. NM: revision. © 1Mar61; KK158481.

Who's who in pests. Appl. states prev. reg. KK56016 & KK97178. NM: revisions. © 17Feb61; KK159293.

ORMSBY, LIONEL.

Black Magic. SEE Oil Base, Inc.

OSCEOLA FOODS, INC. ©

Slenderize with King Size. 6 sticks of whipped margarine. Net wt. one pound. © 17Nov60; KK157976.

OSTROW (BOB) CO.

Giant blue diamond specials. Italian dry salami & 5 others. Appl. author: John W. Shaw Advertising, Inc. © Bob Ostrow Co., Division of John Morrell & Co.; 10May61; KK159355.

OTARION LISTENER CORP. ©

How to get the most enjoyment from your Otarion Listener. High style X-100. © 7Jan61; KK157728.

OTTENHEIMER PUBLISHERS, INC. ©

Let's sing songs in French. (Audio Cardalog, 60112) © 4Nov60; KK157890.

Let's sing songs in Spanish. (Audio Cardalog, 60119) © 4Nov60; KK157889.

OUR OWN HARDWARE CO. ©

Rust-Bar by Supermix; machinery enamel, gloss black. FW41-14. Contents: one quart U. S. measure. © 1Feb61; KK157142.

OUTDORABLE, INC. ©

Now, Jantzen Outdorable cosmetics, new idea for outdoor glamour. Summertone & 4 other cosmetics. (In The Arizona republic, Phoenix, Ariz., Jan. 29, 1961, p.F-4) Appl. author: Cole & Weber, Inc. © 29Jan61; KK156860.

OWEN, FRANCES COLE. ©

Our native wild life; calendar. © 3Jan61 (in notice: 1960); KK157879.

P

P.F., INC. SEE Pepperidge Farm, Inc.

P.H.B. CO. SEE Hand (Peter) Brewery Co.

P.I.P.E. SEE Plumbing Industry Progress & Education Fund.

P. I. P. E. FUND. SEE Plumbing Industry Progress & Education Fund.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow.

Dec. 1960. © 1Dec60; KK156673.
Jan. 1961. © 1Jan61; KK156674.
Feb. 1961. © 1Feb61; KK157210.
Mar. 1961. © 1Mar61; KK157903.
Apr. 1961. © 1Apr61; KK158671.
May 1961. © 1May61; KK159607.
June 1961. © 1Jun61; KK159609.

PACKER, GORDON W. ©

Handbook; physical fitness and play equipment. 10th ed. © 11Jul59; KK156220.

Handbook. Physical fitness and play equipment. 11 ed. © 23Jan61; KK158491.

PAGE, E. B. ©

From the kitchen of ____. [Border of cross-stitch] © 12May61; KK158825.

From the kitchen of ____. [Border of dashes] © 12May61; KK158824.

PALMER, VIRGINIA.

After unhappy results that wrecked health and careers, movie stars have rejected dangerous fad diets. SEE Campana Corp.

PAPER MATE CO. ©

Give her a chinchilla and a Paper Mate pen. Lady Capri. (In Esquire, May, 1961, p.145) Appl. author: L. Theodore Barnett, Jr. © 1May61; KK158931.

Give her an island and a Paper Mate pen. Lady Capri. (In Esquire, Apr. 1961, p.8) Appl. author: L. Theodore Barnett, Jr. © 1Apr61; KK158477.

Give him a Ferrari and a Paper Mate pen. Capri Mark IV. (In Esquire, June 1961, p.149) Appl. author: L. Theodore Barnett, Jr. © 1Jun61; KK159245.

Still waiting for a letter? Maybe you should write with a Paper Mate pen. Holiday. (In The Overseas weekly, Mar. 12, 1961, p.19) Appl. author: Sidney B. Corbett. © 12Mar61; KK157955.

Still waiting for a letter? Maybe you should write with a Paper Mate pen. Paper Mate Capri. (In The Overseas weekly, Apr. 23, 1961, p.20) Appl. author: Sidney B. Corbett. © 23Apr61; KK159174.

PAPERLYNEN CO. ©

The captains log, for the folks who sell Paperlynen products. No.3, Nov.-Dec. 1960. Appl. author: Richard M. Fox. © 21Nov60; KK157175.

PARADISO.

Espresso coffee. Net contents: 12 oz. © Ludwig von Kleydorff d.b.a. Paradiso; 15Jan61 (in notice: 1960); KK158905.

PARAGON NEEDLECRAFT. ©

For the finest in needlework, choose Paragon needlecraft. 0516 & other patterns. (In McCall's needlework & crafts, spring-summer 1961, p.3 of cover) Appl. author: Alfred Rosenthal. © 20Jan61; KK157385.

PARK, ALEXANDER.

Stop basement leakage and corrosion from the outside without digging, with amazing Hydra-Clay process. (In Philadelphia inquirer, Dec. 18, 1960, p.W13) © Alexander Park (in notice: Al Park); 18Dec60; KK156863.

PARKE, DAVIS & CO. ©

Allergen on a platter. When seafood causes allergic havoc; Benadryl. © 17Nov60; KK157870.

Designed to do a specific job, Benylin expectorant, specifically designed to help control cough. © 27Mar61; KK158704.

Each element has a sound function; in cough control, too, each component contributes to the efficacy of Benylin expectorant. © 25Oct60; KK156407.

Each part is needed for compound action; in cough control, too, each component contributes to the efficacy of Benylin expectorant. © 17Oct60; KK156406.

Filling a specific need, Benylin expectorant, specifically designed to help control cough. © 21Mar61; KK158701.

For better physical and mental well-being in the years to come; Eldec Kapseals. © 4Jan61; KK157873.

For prompt control in functional uterine bleeding, Norlutin, oral progestational therapy. © 19Oct60; KK156404.

Foresighted approach to a healthier later life; Eldec Kapseals. © 16Jan61; KK157875.

Great moments in medicine: James Lind, conqueror of scurvy. One of a series of original oil paintings. (In Harper's, Jan. 1961, p.80) Appl. author: Young & Rubicam, Inc. © 27Dec60 (in notice: 1961); KK157404.

Great moments in medicine: Morgagni and pathologic anatomy. One of a series of original oil paintings. (In Harper's, Mar. 1961, p.72) Appl. author: Young & Rubicam, Inc. © 27Feb61; KK159176.

In amenorrhea, to re-establish her cycle, Norlutin, oral progestational agent. © 28Mar61; KK158695.

In chronic debilitating diseases, Adroyd, new oral protein tissue-building agent aids protein assimilation, improves general condition. © 22Dec60; KK157867.

In dysmenorrhea and premenstrual tension, Norlutin, orally effective progestational therapy. © 18Oct60; KK156405.

In major surgery, helps fortify the patient, aids recovery; Adroyd, new oral protein tissue-building agent. © 28Nov60; KK157865.

In pinworm infection, Povan, singularly effective in a single dose. © 5Apr61; KK158699.

In pinworm infections; new Povan suspension. © 12Oct60; KK156408.

In severe burns, helps check nitrogen losses, supports tissue repair; N+, new oral protein tissue-building agent, Adroyd. © 28Dec60; KK157868.

Many clinically significant strains of bacteria sensitive to Chloromycentin. © 27Oct60; KK156403.

A nest egg helps provide a secure future. Eldec Kapseals, vitamin-mineral-hormone supplement, help provide a healthy one. © 10Apr61; KK158698.

New oral protein tissue-building agent, Adroyd; after severe infectious diseases, provides anabolic support, helps normal convalescence. © 21Nov60; KK157866.

New protein tissue-building agent; Adroyd. © 11Apr61; KK158696.

Now, in petit mal epilepsy; new, Zarontin. [Dilantin; Phelantin; Milontin; Celontin] © 22Nov60; KK156400.

One bellhop has epilepsy. Dilantin; Phelantin; Milontin; Celontin. © 2Sep60; KK157872.

One bowler has epilepsy. [Dilantin; Phelantin; Milontin; Celontin] © 14Oct60; KK156409.

Palatable and well tolerated therapy in pinworm infection; new, Povan suspension. © 27Oct60; KK156410.

Pedigreed Allergen. When pets unloose allergic distress; Benadryl. © 10Nov60; KK157871.

Prompt progestational action in menstrual and reproductive disorders associated with progesterone deficiency: Norlutin, oral progestational agent. © 25Nov60 (in notice: 1961); KK158694.

A prudent measure today for better health tomorrow; Eldec Kapseals. © 19Jan61; KK157874.

A retirement fund helps provide a secure future. Eldec Kapseals, vitamin-mineral-hormone supplement, help provide a healthy one. © 5Apr61; KK158697.

Single-dose therapy; new in pinworm infections, Povan suspension. © 19Oct60; KK156401.

Skewered allergen; when distress masquerades as a taste treat, Benadryl relieves the symptons of food allergy. © 28Oct60; KK156402.

This home-owner has epilepsy. [Dilantin; Phelantin; Milontin; Celontin] © 11Jul60; KK156411.

When abortion threatens, Norlutin, effective oral progestational therapy. © 18Nov60; KK157869.

When allergy looms large in the life of your patient; Benadryl. [Ice cream with strawberries on top] © 8Mar61; KK158700.

When allergy looms large in the life of your patient; Benadryl. [Lobster] © 14Mar61; KK158703.

When allergy looms large in the life of your patient; Benadryl. [Parakeet] © 10Mar61; KK158702.

PARKER BROS., INC.

Battle game of knights and men, Camelot. © 20Apr61; KK158844.

Civil War game, 1863, created by editors of Life magazine. © 6Mar61; KK157650.

Game of Peg baseball. © 15Feb61; KK156883.

Halma, Parker Brothers game of Chinese checkers. © 20Apr61; KK158719.

Hearts; game. © 29Dec60; KK156253.

Neighbors; fun for ages 6-12. © 29Dec60; KK156252.

Neighbors, fun for ages 6-12; Parker Brothers game. © 27Dec60; KK156737.

1-2-3 game, Hot Spot. © 6Mar61; KK158096.

Parker Brothers game of Hoppity. A delightful new game for ages 5 to 10 © 29Mar61; KK158847.

World flag game about the United Nations. © 10Apr61; KK158292.

PARKER BROS., INC. PASTIME PRODUCTS. SEE Pastime Products.

PARKER PEN CO. ©

Christmas shopping made easy; or, How to check two important names from your gift list with one $10 bill. Parker 45. (In The Saturday evening post, Nov. 26, 1960, p.5) Appl. author: Tatham-Laird, Inc. © 26Nov60; KK156226.

He saved the Lakes of Killarney with his Parker Pen; Parker 61. (In Life, Nov. 28, 1960, p.116) Appl. author: Tatham-Laird, Inc. © 28Nov60; KK156446.

How come Wilbur gets all the mail? He gives everybody Parker pens, they never stop writing. T-ball jotter; pardners set. (In The Overseas weekly, Nov. 6, 1960, p.24) Appl. author: Tatham-Laird, Inc. © 6Nov60; KK156857.

How to check two important names from your gift list with one $10 bill. Parker 45. (In Reader's digest, Dec. 1960, p.232) Appl. author: Tatham-Laird, Inc. © 1Dec60; KK156856.

Then, as now, Colorado's finest pen, a Parker. Parker 61. (In This is Colorado (Denver post) June 21, 1959, p.254) Appl. author: Tatham-Laird, Inc. © 21Jun59; KK156225.

You can remove the price tag but she'll know; Princess Jotter. (In Esquire, Dec. 1960, p.304) Appl. author: Tatham-Laird, Inc. © 1Dec60; KK156224.

PASLODE CO. DIVISION. SIGNODE STEEL STRAPPING CO. SEE Signode Steel Strapping Co. Paslode Co. Division.

PASTIME PRODUCTS.

Embroidery picture cards. © Parker Bros., Inc. (in notice: Pastime Products, a division of Parker Bros., Inc.); 27Dec60; KK156735.

Embroidery set. © Parker Bros., Inc (in notice: Pastime Products, a division of Parker Bros., Inc.); 27Dec60; KK156734.

The Final Touch; add your own magic colors to preliminary prints by master painters. Water color kit. © Parker Bros., Inc. (in notice: Pastime Products, a division of Parker Bros., Inc.); 27Dec60; KK156884.

The Final Touch. Sea scenes; country scenes. © Parker Bros., Inc. (in notice: Pastime Products, a division of Parker Bros., Inc.); 27Dec60; KK156880.

Gerald, the giraffe; stuffed animal kit. © Parker Bros., Inc. (in notice: Pastime Products, a division of Parker Bros., Inc.); 29Dec60; KK156742.

Jeweled box kit. © Parker Bros., Inc. (in notice: Pastime Products, a division of Parker Bros., Inc.), 27Dec60; KK156736.

Kaleidoscope, a creative design kit. © Parker Bros., Inc. (in notice: Pastime Products, a division of Parker Bros., Inc.); 6Mar61; KK158095.

Magic doll; her clothes cling like magic. [Teenage girl] © Parker Bros., Inc. (in notice: Pastime Products, a division of Parker Bros., Inc.); 15Feb61; KK156881.

Magic doll; her clothes cling like magic. [Young girl] © Parker Bros., Inc. (in notice: Pastime Products, a divison of Parker Bros., Inc.); 15Feb61; KK156882.

Meet Ti-Ki, the tiger; sew him, stuff him, and love him. Stuffed animal kit. © Parker Bros., Inc. (in notice: Pastime Products, a division of Parker Bros., Inc.); 29Dec60; K156741.

Playtime puppets. 2 complete puppets to make. © Parker Bros., Inc. (in notice: Pastime Products, a division of Parker Bros., Inc.); 7Apr61; KK158289.

PATE.
Pate announces the new energy giant Enco gasoline. (In The Milwaukee journal, Nov. 25, 1960, 6 p. section) © Pate, division of Humble Oil & Refining Co.; 25Nov60; KK156071.

PATENT SCAFFOLDING CO., INC. ©
New Knock Down Flat Trouble Saver steel safety rolling ladders mean big savings in storage space, freight costs. (Bulletin SL-3) Appl. author: O. H. Junggren. © 29Jun61; KK159835.

PEAVEY (F. H.) & CO. ©
Now, complete protein from natural sources in your daily bread; V-10 Protein bread. (In Ladies' home journal, Mar. 1959, p.133) © 27Feb59; KK156854.

PEDRE CO., INC. ©
How to have a beautiful time; give her the watch that keeps it, always. (In Vogue, Nov. 1, 1959, p.185) © 22Oct59; KK158718.

PENDLETON WOOLEN MILLS. ©
Pendletons go where the fun is. (In Sports illustrated, Feb. 13, 1961) © 13Feb61; KK157579.

PEPPERIDGE FARM, INC. ©
Bordeaux cookies. Net wt. 6 3/4 oz. © 21Mar61; KK158409.

Bounty thin sliced, premium quality sandwich white enriched bread. Net weight 1 lb. (White bread sandwich loaf) © Pepperidge Farm, Inc. d.b.a. P.F., Inc.; 5Jul60; KK158109.

Butter-nut crunch cookies. Net wt. 5 1/2 oz. © 28Dec60; KK156681.

Champagne assortment. Net wt. 7 1/2 oz. © 21Mar61; KK158407.

4 boysenberry seedless turnovers. Net wt. 11 oz. © 2Jun61; KK159466.

Milano cookies. Net wt. 6 oz. © 21Mar61; KK158408.

Orleans cookies. Net wt. 5 1/4 oz. © 28Dec60; KK156683.

Seville assortment. Cookies. Net wt. 9 1/2 oz. © 21Mar61; KK158411.

Southport all chocolate assortment. Cookies. Net wt. 8 3/4 oz. © 20Dec60; KK156018.

Southport chocolate sandwich assortment. Cookies. Net wt. 11 1/4 oz. © 21Mar61; KK158410.

Tahiti chocolate-coconut cookies. Net wt. 7 1/4 oz. © 28Dec60; KK156682.

Yellow cake with chocolate icing; ready-to-bake. Net wt. 1 lb. 3 1/2 ozs. © 28Dec60; KK156466.

PEPSI-COLA BOTTLING CO. OF LOS ANGELES. ©
A great new profit-maker's coming your way on the Pepsi-Cola truck, new lemon-lime Twist. (In Commercial bulletin, Nov. 25, 1960, p.24) © 25Nov60; KK156371.

Redeem your coupons; worth 14¢ on new Pepsi party 8. (In The Daily sun, Sept. 29, 1960, p.E-2) © 29Sep60; KK156266.

PEPSI-COLA CO. ©
Now it's Pepsi, friendliest from the word go. (In Gatesville messenger and star forum, Gatesville, Tex., Nov. 11, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Nov60; KK156281.

PERKINS DIVISION, GENERAL FOODS CORP. SEE General Foods Corp. Perkins Division.

PERKINS - S. O. S. DIVISION, GENERAL FOODS CORP. SEE General Foods Corp. Perkins - S. O. S. Division.

PERKY PLANT LABS. ©
Plant food concentrate. Contents 2 fl. oz. Appl. author: Sterling G. Schneider. © 22Apr61; KK158585.

PERMACEL.
Adhesives. © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Jul60; KK156976.

An all new decal material from Permacel; Decalar nameplate and emblem stock. © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 10Oct60; KK156789.

Decorator designs; Bondex, hot iron fabric. Appliques for holidays, parties, crafts. © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Jun60 (in notice: 1959); KK157146.

Dream up a design, then make it come true with Bondex hot iron fabric. (In Teen) © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Mar61; KK157608.

Electrical products; condensed data book. Paper, film, cloth, laminated electrical tapes & other products. © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Dec60; KK157634.

Epoxy motor repair kit; instructions for application. © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Dec60; KK157630.

Facts about Permacel for wholesalers. Cellophane tapes & other products. © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Dec60; KK157629.

One neighborhood buzz & how it turned into a bee, a beautiful bee with Bondex hot iron fabrics. (In Seventeen, Mar. 1961, p.176-177) © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Mar61; KK157607.

Products for industry; condensed data book. Paper tapes & other products. © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 6Feb61; KK157633.

Snip it out, iron it on, show it off; applique with Bondex hot iron fabrics. (In Seventeen, Oct. 1960, p.68-69) © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Oct60; KK156788.

PERMACEL DIVISION, JOHNSON & JOHNSON. SEE Permacel.

PERMA-STONE CO. ©
Have a new home. Brownwood 589 and two other colors. Appl. author: Paul E. Linberg. © 21Jun61; KK159767.

Portable planters by Perma-Stone. The Tahiti; the Samoa. Appl. author: Paul E. Linberg. © 15Mar61; KK158315.

PERRY, MARY D. ©
Juliana's select cherries. © 24May61; KK159571.

PET ACCESSORIES, INC. ©
Expert treated, raw beefhide Chew-Bone, tasty chew-treat. © 15Dec60; KK156437.

PET MILK CO. ©
Announcing a new shopping coupon plan from Golden Key beginning May 2, 1961. Evaporated milk. (In Ocala star banner, Apr. 26, 1961, p.24) Appl. author: Mary Clare Gerling. © 26Apr61; KK159467.

Dark, rich, smooth, fudge sauce easy as melting chocolate pieces in Pet. Evaporated milk. (In Grit, Apr. 16, 1961, women's section, p.5) Appl. author: Josephine Walsh. © 16Apr61; KK158971.

A direct hit; 25¢ cash refund plus 25¢ coupon offer on any size package of Pet instant nonfat dry milk. (In Progressive grocer, Jan. 1961, p.48) Appl. author: Mary Clare Gerling. © 1Jan61; KK157532.

Exclusive for the St. Louis area, Pet Milk cash for Christmas sweepstakes. (In The St. Louis argus, Nov. 18, 1960, p.1B) Appl. author: Mary Clare Gerling. © 18Nov60; KK157445.

Help in girth control. Instant nonfat dry milk. (In Annals of internal medicine, Oct. 1960, p.58) Appl. author: Elaine Pautler. © 1Oct60; KK159111.

How many of these recipes would you like to have? Evaporated milk. (In Forecast for home economics, Feb. 1961, p.86) Appl. author: Elaine Pautler. © 15Jan61; KK157530.

Ice-cream-smooth fruit freeze; easy as whipping frozen strawberries with Pet, the milk with twice the country cream in every drop. (In True story, June 1961, p.89) Appl. author: Josephine Walsh. © 4May61; KK159819.

Jars and tubes can't do the big job; deep-down beauty starts with Pet instant nourishment. Nonfat dry milk. [Head of female with hair in curlers] (In What's new in economics, Nov. 1960, p.8) Appl. author: Elaine Pautler. © 1Nov60; KK156865.

One wonderful dish makes the meal. Evaporated milk. Recipes 1-13. (In McCall's, Feb. 1961, p.143-150) Appl. author: Josephine Walsh. © 23Jan61; KK157537.

One wonderful dish makes the meal and double rich Pet makes the dish delicious; there's nothing plain-Jane about macaroni and cheese supreme. (In McCall's, Feb. 1961, p.150-151) Appl. author: Josephine Walsh. © 23Jan61; KK157536.

One wonderful dish makes the meal and double rich Pet makes the dish delicious; this little treasurey of recipes is filled with wonderful dishes. Evaporated milk. (In Redbook, Mar. 1961, p.88) Appl. author: Josephine Walsh. © 23Feb61; KK157533.

Pet instant and gelatin make the first fat-free, vanilla-flavored whipped topping. (In Journal of the American Dietetic Association, Oct. 1960, p.332) Appl. author: Elaine Pautler. © 10Oct60; KK157085.

Pick your figure and keep it. See the pounds go with Sego, new delicious 900 calorie diet food. (In The Columbus dispatch magazine, Apr. 2, 1961, p.22-23) Appl. author: Josephine Walsh. © 2Apr61; KK158982.

Pick your figure and keep it, see the pounds go with Sego, new delicious 900 calorie diet food. (In The Sacramento bee, Feb. 22, 1961, p.G12) Appl. author: Josephine Walsh. © 22Feb61; KK157668.

PET MILK CO.-Con.

Special offer, handy 2-quart hostess pitcher plus measuring tumbler for Pet Instant nonfat dry milk. (In Parents magazine, May 1961, p.18) Appl. author: Mary Clare Gerling. © 25Apr61; KK159506.

Special offer, we'll send you a 25¢ cash refund when you send us this seal from any size package of new Pet instant nonfat dry milk. (In Beaumont journal, Dec. 7, 1960, p.10) Appl. author: Mary Clare Gerling. © 7Dec60; KK157897.

Stop thief. Adding life to later years is as important to the physician as adding years to life. Instant nonfat dry milk. (In Annals of internal medicine, Sept. 1960, p.159) Appl. author: Elaine Pautler. © 1Sep60; KK158391.

Talk about date bait, try Pet instant's new homemade chocolate clusters. Nonfat dry milk. (In Co-Ed, Nov. 1960, p.4) Appl. author: Elaine Pautler. © 1Nov60; KK156892.

We'll send you 25¢ just for trying new Pet-Ritz frozen breads. Banana bread; date-nut bread. (In The News sentinel, Dec. 14, 1960, p.19) Appl. author: Elaine Pautler. © 14Dec60; KK156169.

When it's a case of do or diet. Instant nonfat dry milk. (In Journal of the National Medical Association, Sept. 1960, p.38) Appl. author: Josephine Walsh. © 1Sep60; KK156013.

When it's a case of do or diet; on the treadmill of obesity, the physician reads danger signs in commonly mistaken efforts to reduce. Instant nonfat dry milk. (In Journal of American Medical Association, Aug. 13, 1960, p.294) Appl. author: Josephine Walsh. © 13Aug60; KK156172.

When the scale says, too much, too soon. Instant nonfat dry milk. (In American journal of obstetrics and gynecology, Nov. 1960, p.101) Appl. author: Josephine Walsh. © 1Nov60; KK157426.

PETBURGER PRODUCTS.

Tuna treat cat food. 14 oz. net wt. © Jacob Naistadt d.b.a. Petburger Products; 5Jan61 (in notice: 1960); KK156360.

PETERSON, DONALD F.

The Honeybucket old fashioned lager beer. © Donald F. Peterson (in notice: Don Peterson); 1Feb61; KK156693.

PFAELZER BROS., INC. ©

How much profit do you make on each portion of meat? The man who buys Pfaelzer Portion-Perfect meats knows. (In Club management, Feb. 1959, p.57) Appl. author: North Advertising, Inc. © 1Feb59; KK157893.

PFLAUM (GEORGE A.) PUBLISHER, INC. ©

Lily of the Mohawks. © 6Mar61; KK157761.

PHARMACRAFT LABORATORIES.

Happy marriage. Fresh cream deodorant weds gentleness with effectiveness. (In Seventeen, June 1961, p.32) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons, Inc.; 30May61; KK159230.

Made to order, for the woman who wants a perfectly balanced deodorant. (In Ladies' home journal, May 1961, p.82) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons; 25Apr61; KK158633.

Neat worker: Fresh stick deodorant doesn't mess your clothes. (In Ladies' home journal, Mar. 1961, p.13) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons, Inc.; 28Feb61; KK157593.

No coaxing, upsi-daisy Fresh roll-on deodorant works instantly. (In Seventeen, May 1961, p.9) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons; 27Apr61; KK158914.

No waiting, upsi-daisy Fresh roll-on deodorant gives you instant flow. (In McCall's, Apr. 1961, p.52) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons; 25Mar61; KK157741.

Reasons for Ting. Medicated cream for the feet. (In Life, Apr. 7, 1961, p.122) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons, Inc; 5Apr61; KK158069.

PHILLIPS, GEORGE C. ©

Whirlajet. © 3May61; KK159288.

PHILLIPS, RAY. ©

Captain Jack's paint and varnish remover. Contents: one quart. © 27Dec60; KK157375.

PHILLIPSON ROD & TACKLE CO. ©

World's finest tubular glass fishing rods, the custom built quality line. Appl. author: Ed N. Hunter Co. © 10Feb61; KK158019.

PIEL BROS. ©

Taste, taste, taste, taste, taste what has happened to Piels. Bavarian brewers have a word for it. (In Life, Apr. 21, 1961, p.R5) Appl. author: Young & Rubicam, Inc. © 19Apr61; KK158883.

Taste what's happened to glorious, glorious Piels. Bavarian brewers have a word for it. (In New York journal-American, Apr. 17, 1961, p.12-13) Appl. author: Young & Rubicam, Inc. © 17Apr61; KK158878.

PILLSBURY CO. ©

Banana nut cake mix; Best XXXX. 13 1/2 oz. net wt. © 1Nov60; KK156489.

Butterscotch nut slice 'n bake cookies; Best XXXX. Net wt. 11.5 ozs. © 16Feb59; KK155997.

Chocolate nut cake mix; Best XXXX. 11 1/2 oz. net wt. © 21Oct60; KK156491.

Cinnamon streusel coffee cake mix; Best XXXX. 15 oz. net wt. © 15Jun60; KK155999.

Date bread mix; Best XXXX. 1 lb. 1 1/2 oz. net wt. © 5Jun60; KK155992.

Date nut cake mix; Best XXXX. 15 oz. net wt. © 10Oct60; KK156490.

Deluxe caramel cake mix; Best XXXX. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK143064. NM: revisions. © 20Feb61; KK157243.

Deluxe chocolate fudge cake mix; Best XXXX. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK143062. NM: changes & omissions. © 15Dec60; KK156492.

Deluxe double Dutch devil's food cake mix; Best XXXX. 1 lb. 3 oz. net wt. Appl. states prev. reg. 149908. NM: changes. © 1Dec60; KK156488.

Deluxe golden yellow cake mix; Best XXXX. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK143063. NM: changes & omissions. © 16Jan61; KK156493.

Deluxe old-fashioned spice cake mix; Best XXXX. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK143066. NM: revisions. © 20Feb61; KK157244.

Deluxe orange flavor cake mix; Best XXXX. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK143065. © 20Feb61; KK157246.

Deluxe pineapple artificial flavor cake mix; Best XXXX. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK141369. NM: revisions. © 20Feb61; KK157245.

Deluxe white cake mix; Best XXXX. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK143061. NM: revisions. © 20Feb61; KK157242.

Fudge mint cookies with chocolate mint chips, makes 3 to 4 dozen; Best XXXX. Net wt. 15 3/4 ozs. © 16Dec60; KK155996.

Golden pie crust mix, chill-blended for flakier crust; Best XXXX. 10 oz. net wt. Appl. states prev. reg. KK123449. NM: changes. © 1Dec60; KK156487.

Grand National cake mix; banana nut; Best XXXX. 13 1/2 oz. net wt. © 1Mar61; KK158084.

Grand National cake mix; chocolate nut. Best XXXX. 11 1/2 oz. net wt. Appl. states prev. reg. KK156491. NM: additions. © 1Apr61; KK158783.

Grand National cake mix; date nut. Best XXXX. 15 oz. net wt. Appl. states prev. reg. KK156490. NM: revisions. © 1Apr61; KK158782.

Honest-to-goodness, hash brown potatoes; Best XXXX. 9 oz. net wt. Appl. states prev. reg. KK142664. NM: additions. © 10Apr61; KK158784.

Honest-to-goodness, mashed potatoes; Best XXXX. 6 1/2 oz. net wt. Appl. states prev. reg. KK142663. © 1Apr61; KK158785.

Honest-to-goodness scalloped potatoes; Best XXXX. 4.9 oz. net wt. Appl. states prev. reg. KK155994. NM: revision. © 2Dec60; KK158083.

Nut bread mix; Best XXXX. 1 lb. 1 1/2 oz. net wt. © 15Nov60; KK155993.

Scalloped potatoes with sauce mix, 4 to 6 servings; Best XXXX. 4.4 oz. net wt. © 2Mar60; KK155994.

Southern style corn bread mix, makes 2 large corn breads or 24 muffins; Best XXXX. 1 lb. 3 oz. net wt. © 15Nov60; KK155995.

Tidy House Dexol bleach. Net weight 14.25 oz. © Pillsbury Co. (in notice: Tidy House Products, a division of Pillsbury Co.); 20Feb61; KK158082.

Tidy House Perfex cleaner. Net weight: 2 lb. 1 oz. Appl. author: Carl Strobe. © Pillsbury Co. (in notice: Tidy House Products, a division of Pillsbury Co.); 10Feb61; KK159178.

12 five minute doughnuts, 12 centers, too; Best XXXX. Net weight 10 ounces. © 28Nov60; KK155998.

PIOLET BUTTON & NOVELTY CORP. ©

Toggles and car-coat buttons. The original Piolet kit of replacement buttons. Appl. author: William W. Falk. © 25Jan61 (in notice: 1960); KK157092.

PITTSBURGH PLATE GLASS CO. ©

Design of the month.

Jan. 1961. © 26Jan61; KK156644.

Feb. 1961. © 23Mar61; KK157749.

Mar. 1961. © 7Apr61; KK158130.

Apr. 1961. © 19Apr61; KK158361.

PLAS-TEX DIVISION, CAL-DAK CO. SEE Cal-Dak Co. Plas-Tex Division.

PLATT & MUNK CO., INC. ©

First play puzzles: Animals. No.149A:0150. A pre-school fun-to-learn set of 36 inlaid pictures. © 20Mar61; KK159413.

First play puzzles: On the move. No.149B:0150. A pre-school fun-to learn set of 36 inlaid pictures. © 20Mar61; KK159414.

First play puzzles: Things to know. No.149C:0150. A pre-school fun-to learn set of 36 inlaid pictures. © 20Mar61; KK159415.

Origami paper pack. 180P:0150. © 10Sep60; KK159503.

PLUMBING INDUSTRY PROGRESS & EDUCATION FUND. ©

Hot water problems? P.I.P.E. plumbing, heating, piping. (In Newport Harbor news-press, Jan. 25, 1961, p.A-4) Appl. author: David Olen Advertising. © 25Jan61; KK156653.

In a bind for a plumber? (In South Coast news, Apr. 18, 1961, p.2) Appl. author: David Olen Advertising. © 18Apr61; KK159066.

Plumbing problems on your mind? (In South Coast news, Feb. 21, 1961, p.4) Appl. author: David Olen Advertising. © 21Feb61; KK158165.

Stuck with plumbing problems? (In Los Angeles examiner, Dec. 28, 1960) Appl. author: David Olen Advertising. © 28Dec60; KK156052.

Trapped? A qualified plumber displaying this sign will solve your plumbing problems. P.I.P.E. (In South Coast news, Laguna Beach, Calif., May 16, 1961, p.2) Appl. author: David Olen Advertising. © 16May61; KK159603.

Y not call a qualified plumber? (In South Coast news, Mar. 21, 1961, p.2) Appl. author: David Olen Advertising. © 21Mar61; KK158166.

POLYTRAN INDUSTRIES, INC. ©

The all new Starblazer transistor radio. © 5Aug60; KK156608.

Electronic toy Broadcaster enables others to hear your voice on the radio; transistor Broadcaster. © 25May60; KK156611.

Fantastic reception for pin money, Hi-Q radio. © 25May60; KK156607.

Now in orbit for big profits, another Polytran toy, the great new Rocketeer radio. © 25May60; KK156609.

Superb performance, amazing low cost, the new sub-miniature Galaxy all transistor radio. © 25Apr60; KK156610.

PONDYARD STAMP CO. ©

New, rubber stamps that help nurserymen make beautiful plans in minutes. Appl. author: Erling H. Damgaard. © 15Dec60; KK156997.

POT OF THE MONTH CLUB. ©

The Pot of the Month Club. Pottery. Appl. author: Walter F. Wegner. © 1Sep59; KK159585.

POWELL MUFFLER CO., INC. ©

Ceramic coated mufflers. 1961 master catalog. © 21Feb61; KK157808.

Master catalog, 1960. © 17Jan61 (in notice: 1960); KK156711.

PREFERRED BUSINESS SERVICE CORP. ©

How can you keep your office running smoothly during vacations? Call Preferred for an angel in disguise. © 31May61; KK159434.

If you've never seen a real angel in disguise, call Preferred the next time you need temporary office help. © 1Mar61; KK158338.

Someone taking Mary's place during vacation? You can depend on an angel in disguise from Preferred. © 9Jun61; KK159436.

There's only one thing a bit old fashioned about temporary office help from Preferred, that's their attitude toward work. © 20May61; KK159435.

When you need temporary office help, call Preferred at RIverside 8-5878. © 31Jan61; KK158339.

PRESCOTT (J. L.) CO. ©

Dazzle, all purpose cleaner. Full quart. © 17Aug60; KK157785.

PREWITT (J. NELSON) INC. ©

New, liquid Matey, gets your children clean. Net contents 12 fl. oz. NM: revision. © 14Mar61; KK157670.

PROCTER & GAMBLE CO. ©

The cavities these young people didn't have should change your mind about toothpaste; Crest. (In The London free press, Nov. 3, 1960, p.43. Canada) Appl. author: Benton & Bowles, Inc. © 3Nov60; KK156939.

Duncan Hines Dutch-topping cake mix, apple n' spice. Net weight 1 lb. 2 ozs. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 20Feb61; KK157379.

Duncan Hines Dutch-topping cake mix, butterscotch crunch. Net weight 15 1/4 ozs. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 20Feb61; KK157380.

Duncan Hines Dutch-topping cake mix, cinnamon raisin. Net wight 1 lb. 1 1/2 ozs. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 20Feb61; KK157381.

New gentle bathroom tissue; aqua Charmin. 4 rolls, sheet size 4 1/2" x 4 1/2". © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 1May61; KK159194.

New gentle bathroom tissue; pink Charmin. 4 rolls, sheet size 4 1/2" x 4 1/2". © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 1May61; KK159192.

New gentle bathroom tissue; white Charmin. 4 rolls, sheet size 4 1/2" x 4 1/2". © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 1May61; KK159193.

New gentle bathroom tissue; yellow Charmin. 4 rolls, sheet size 4 1/2" x 4 1/2". © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 1May61; KK159191.

Please be patient. Crest made news because it's effective against cavities, not because it's a cure-all. Crest tooth paste with Fluoristan. (In Joplin globe, Aug. 26, 1960, p.6D) Appl. author: Benton & Bowles, Inc. © 26Aug60; KK156024.

Tooth paste brand wins dental group's approval. Crest tooth paste with Fluoristan. (In Easton express, Aug. 17, 1960, p.18) Appl. author: Benton & Bowles, Inc. © 17Aug60; KK156025.

PRODUCT SALES. ©

New for milady, Beauty Glow, self-lathering soap mitt for the bath. Appl. author: Gustave S. Duschnes. © 23Dec60 (in notice: 1961); KK156335.

New for the man, Health Glow, self-lathering soap mitt for the shower. Appl. author: Gustave S. Duschnes. © 23Dec60 (in notice: 1961); KK156334.

PROMO SERVICES, INC. ©

Say when; a Parker Brothers game based on the NBC television program. © 2Jun61; KK159770.

PROSPERITY CO.

Announcing Press-Atronic, Prosperity's exclusive automatic press controller, the greatest automatic advancement to fine pressing in 50 years. Appl. author: W. C. Hartman Adv. Agency. © Prosperity Co., division of Ward Industries Corp.; 9Jan61; KK157015.

Announcing the new spring mounted 75 lb. washer extractor; 75 W/E Power-Ramic. (In American laundry digest, Apr. 15, 1961, p.4 of cover) Appl. author: W. C. Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Apr61; KK159032.

Coin-op drycleaning with tools that you know. Prosperity time-proven professional equipment. (In American drycleaner, Apr. 1961, p.59) Appl. author: W. C. Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Apr61; KK159031.

Coin-operated package featuring House of Kleen. Appl. author: W. C. Hartman Adv. Agency. © Prosperity Co., division of Ward Industries Corp.; 1Feb61; KK156894.

The greatest automatic advancement to fine pressing in 50 years: Press-Atronic, Prosperity's exclusive automatic press controller. (In Apparel manufacturer, Jan. 1961, p.20) Appl. author: W C. Hartman Adv. Agency. © Prosperity Co., division of Ward Industries Corp.; 15Jan61; KK157014.

Insure coin-op drycleaning success. (In American drycleaner, Mar. 1961, p.122-123) Appl. author: W. C. Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 6Mar61; KK158316.

It's the crease you set with permanent creasing that makes the difference; use Prosperity 249 Pro press. (In Apparel manufacturer, May 15, 1961, p.50) Appl. author: W. C. Hartman Adv. Agency. © Prosperity Co., division of Ward Industries Corp.; 15May61; KK159080.

The missing link in your quick service operation; Power-Ramic 50 W/E washer extractor. Appl. author: W. C. Hartman Adv. Agency. © Prosperity Co., division of Ward Industries Corp.; 1Dec60; KK156016.

Never before was the price so low with so many features. Prosper-Kleen, 40 lb. capacity dry cleaning unit. (In The National cleaner, Apr. 1961, p.4 of cover) Appl. author: W. C. Hartman Adv. Agency. © Prosperity Co., division of Ward Industries Corp.; 10Apr61; KK158261.

A new concept in service to the industry: Prosperity distributor, exclusive franchise. (In The National cleaner, Jan. 1961, p.4 of cover) Appl. author: W. C. Hartman Adv. Agency. © Prosperity Co., division of Ward Industries Corp.; 15Jan61; KK157016.

Pressing automation by merely injecting formula card of your own sequences; Press-atronic. (In Southern garment manufacturer, Mar. 20, 1961, p.3 of cover) Appl. author: W. C. Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 20Mar61; KK158080.

Prosperity and General Electric have combined; offer coin-op package of profits to laundry and drycleaning industry. (In Cleaning and laundry

PROSPERITY CO.-Con.
age, Jan. 1961, p.18) Appl. author: W. C. Hartman Adv. Agency. © Prosperity Co., division of Ward Industries Corp.; 13Jan61; KK157013.
Prosperity, General Electric package of profits. Appl. author: W. C. Hartman Adv. Agency. © Prosperity Co., division of Ward Industries Corp.; 1Dec60; KK156017.

PROTECTIVE PAINT PRODUCTS, INC. ©
Master craft Colortones latex paint. Net contents 1 U. S. gallon. © 30Dec60; KK156045.

PRUDENTIAL PREMIUM CO. OF OKLAHOMA. ©
Gifts. © 20Sep60; KK158798.

PUBLICATION CORP. ALCO-GRAVURE. SEE Alco-Gravure.

PULLMAN VACUUM CLEANER CORP. ©
Furnace boiler cleaning tools. Tube puncher & 4 other tools, no.51-55. Appl. author: Saul A. Fern. © 10Sep60; KK156483.
Vacuum cleaner tool & accessory catalog. Appl. author: Saul A. Fern. © 15Dec60; KK156484.

PURDUE FREDERICK CO. ©
Re-educate the constipated bowel; Senokot provides the three Rs of constipation correction. Tablets, granules. (In American journal of obstetrics and gynecology, Mar. 1960, p.111) © 1Mar60; KK156254.

PURDY (E. L.) & SONS. ©
Now, sufficient oxygen for ambulance. New Med-Ox manifold. © 6Jun61; KK159806.

PUREX CORP, LTD. ©
How 3 extra inches of shelf space can increase your Dutch cleanser sales. (In Supermarket news, Feb. 20, 1961, p.24-25) © 20Feb61; KK157884.
Purex presents: Inaugural Day on NBC-TV. Dutch cleanser & 9 other products. (In Supermarket news, Jan. 9, 1961, p.12) NM: additions. © 9Jan61; KK156638.

Q

QUAKER STATE METALS CO. ©
These ten quality control tests insure certified aluminum. Appl. author: Foltz-Wessinger, Inc. © 28Feb61; KK157139.

QUAKER STATE OIL REFINING CORP. ©
Lubrication recommendations. Appl. author: Arthur S. Blank. © 20Dec60; KK157483.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©
Alone among all breads, only Sunbeam is batter whipped to guarantee homogenized quality. (In The Columbia record, Mar. 15, 1961, p.10-B) © 15Mar61; KK158690.
Compare, it's heavenly bread; Freihofer's batter whipped Sunbeam looks so much better, even a 4-year old can tell the difference. (In Poughkeepsie journal, Feb. 22, 1961, p.15) © 22Feb61 (in notice: 1960); KK158077.
Compare new, Freihofer's batter whipped Sunbeam. Looks better, tastes better, toasts better. (In Poughkeepsie journal, Feb. 15, 1961, p.21) © 15Feb61 (in notice: 1960); KK158031.
Compare new, Freihofer's batter whipped Sunbeam; thousands have compared and convinced themselves. (In New Paltz news, Feb. 15, 1961) © 15Feb61 (in notice: 1960); KK158032.
Compare new, Freihofer's batter whipped Sunbeam. [Woman holding slice of bread up to eye] (In The Post-star, Glens Falls, N. Y., Jan. 30, 1960, p.7) © 30Jan61; KK158028.
Compare new, Freihofer's batter whipped Sunbeam. [Woman pointing to batter whipped loaf] (In Glens Falls times, Feb. 8, 1961, p.12) © 8Feb61; KK158029.
Do-it-yourself Sunbeam test is a true measure of bread quality (try it and see) (In The Sacramento bee, Oct. 5, 1960, p.G4) © 5Oct60; KK156362.
Do-it-yourself Sunbeam test is true measure of bread quality, try it and see. (In Stockton record, Sept. 21, 1960, p.36-37) © 21Sep60; KK156422.
Dreikorn's album of good living in New England; Dreikorn's is good bread. Cradle of greatness. (In The Springfield union, Feb. 7, 1961, p.3) © 7Feb61; KK157072.
Dreikorn's album of good living in New England. Dreikorn's is good bread. Spring snapshots. (In Springfield, Mass., daily news, Apr. 10, 1961, p.21) © 10Apr61; KK159568.
Dreikorn's album of good living in New England; Dreikorn's is good bread. The winter scene. (In Holyoke transcript-telegram, Jan. 23, 1961, p.3) © 23Jan61; KK157070.
Dreikorn's album of good living in New England bargain hunting. Dreikorn's is good bread for today's good living. (In Springfield, Mass. daily news, Mar. 6, 1961, p.17) © 6Mar61; KK158689.
For the first time in baking history Batter Whipped Sunbeam brings you homogenized quality. Bread. (In The State, Columbia, S.C.) © 29Mar61; KK159494.
Hey, look, tested bread. Only Sunbeam quality passes this 2-step test: compare. (In Pottsville Republican, Apr. 12, 1961) © 12Apr61; KK158688.
Imagine testing bread. This proves it's batter whipped. Sunbeam. (In Pottsville, Pa., republican) © 10Apr61; KK159496.
Look, he's testing bread; try this simple 2-step quality test. Sunbeam. (In Evening chronicle) © 17Apr61; KK159069.
Look, Ma, no holes to spoil its looks or speed drying out. Freihofer's Sunbeam. (In New Paltz news, Feb. 22, 1961) © 22Feb61; KK158030.
Look, Ma, only batter whipped Sunbeam has no holes. (In The Sacramento bee, Feb. 8, 1961, p.F8-F9) © 8Feb61 (in notice: 1959); KK158857.
Look, Ma's testing bread; only Sunbeam quality passes this 2-step test. (In Evening chronicle) © 19Apr61; KK159070.
Miss Sunbeam, the symbol of quality baked foods your customers look for in your store. Bread. (In The Iowa food dealer, Jan. 1961, p.25) © 20Jan61 (in notice: 1960); KK156423.
My, such soft and tender bread. Sunbeam. (In Sunday Call-chronicle) © 23Apr61; KK159071.
New, Sunbeam fry-n-serv Hotreats; fix donuts in 1 minute, eat 'em hot. (In Easton express) © 2Feb61; KK157071.
See how tender bread can be. It must be batter whipped Sunbeam. Try this 2-step quality test yourself. (In The Morning call, Apr. 6, 1961) © 6Apr61; KK158687.
Soft, soft, soft as a whisper. Sunbeam Tendr Kurl enriched bread. (In Charleston daily mail) © 1May61; KK159495.
What do you know? Bread that's tested. This 2-step test proves Sunbeam best. (In Evening herald, Apr. 6, 1961) © 6Apr61; KK158686.

R

RIR ASSOCIATES, INC. ©
Prunex unsweetened prune juice. Contents one quart liquid. © 12Apr61; KK158154.

RPC. SEE Roto-Pack Corp.

RR. SEE Reedy, Earl.

RADIO ADVERTISING BUREAU, INC. ©
The department store challenge. Report 2. © 13Jan61; KK157021.

RAINBOW LAKES ESTATES, INC. ©
Florida land is worth more every minute. U. S. Dep't. of Commerce reveals Florida now leads nation's growth rate in 32 out of 34 key industrial categories. © 2Feb61; KK156677.
Florida's highlands of paradise. (In Tulsa daily world, Feb. 26, 1961, p.15) © 26Feb61; KK157220.
How a small investment today in a choice Florida homesite protects you against danger of inflation. © 4Feb61; KK156746.
A new way of life is waiting for you at Rainbow Lakes Estates. © 4Feb61; KK156747.
The Rainbow, local news notes from Rainbow Lakes Estates. Vol.1, no.2. © 27Jan61; KK156676.

RALSTON PURINA CO. ©
Ralph & Waldo, those TV puppets from Checkerboard Square. Great debate. Instant Ralston. (In New York herald tribune, Feb. 19, 1961, section 8, p.6) Appl. author: Guild, Bascom & Bonfigli, Inc. © 19Feb61; KK157323.
Ralph & Waldo, those TV puppets from Checkerboard Square. Instant Ralston. (In New York herald tribune, Jan. 8, 1961, comics, p.6) Appl. author: Guild, Bascom & Bonfigli, Inc. © 8Jan61; KK156181.
Ralph & Waldo, those TV puppets from Checkerboard Square. Instant Ralston. (In New York herald tribune, Jan. 22, 1961, section 8, p.6) Appl. author: Guild, Bascom & Bonfigli, Inc. © 22Jan61; KK157160.
Ralph & Waldo, those TV puppets from Checkerboard Square. Polka dot box. Instant Ralston. (In New York herald tribune, Feb. 5, 1961, comics, p.6) Appl. author: Guild, Bascom & Bonfigli, Inc. © 5Feb61; KK156867.

RAMBUSCH DECORATING CO. ©
Lighting. [Decorative fixtures & other products] Appl. author: Edward Rambusch. © 26Oct60; KK156302.

RAMROD PRODUCTS CO. ©
The only swatter that kills 'em and picks 'em up. © 5Dec60; KK159179.

RAMSEY CORP. ©

Give the gentleman what he wants; capacity, the complete package. Piston rings. (In Automotive industries, Apr. 15, 1960, p.83) Appl. author: Hanson & Stevens, Inc. © 15Apr60; KK158094.

Here are 6 key reasons why the backbone makes the difference, why Ramco is your key line. Piston rings. (In Jobber topics, I. A. S. I. show issue, Feb. 1961, p.155-162) Appl. author: Hanson & Stevens, Inc. © 15Feb61; KK157776.

Hold this page up to the light; see how many seconds it takes to install one Ramco C-9 oil rail on the backbone. Modern power piston rings. (In Motor, Jan. 1961, p.77-78) Appl. author: Hanson & Stevens, Inc. © 15Jan61; KK157219.

Hold this page up to the light, see how the activating shoulders of the Ramco C-9 backbone seal rails against ring grooves to stop high vacuum oil pumping. (In Motor magazine, Feb. 1961, p.215-216) Appl. author: Hanson & Stevens, Inc. © 15Feb61; KK157589.

Mr. Jobber: Here's your Ramco success package. Ramco piston rings. (In Jobber topics magazine, Nov. 1960, p.323-326) Appl. author: Hanson & Stevens, Inc. © 15Nov60; KK156802.

Modern mechanics are men who know; here's what they say about Ramco quick seating success. Endorsed by Spence Warner & George E. Brown. (In Motor, Nov. 1960, p.90-91) Appl. author: Hanson & Stevens, Inc. © 15Nov60; KK156317.

A new ring development that promises major advancements through the magic of molybdenum. Moly-filled cast iron compression rings. (In Automotive industries, Mar. 15, 1961, p.35) Appl. author: Hanson & Stevens, Inc. © 15Mar61; KK158001.

Practically unbroken bearing surface of the new, one piece Uniseal oil control ring; Uniseal oil ring. (In SAE journal, May 1961, p.5) Appl. author: Hanson & Stevens, Inc. © 20Apr61; KK159684.

See the difference, hold this page up to the light. See how much less pressure the Ramco C-9 backbone exerts on its cylinder wall. (In Motor magazine, Apr. 1961, p.71-72) Appl. author: Hanson & Stevens, Inc. © 15Apr61; KK158566.

3 point sealing action; new, for high vacuum engine compression and oil control, Uniseal compression ring. Reverse torsion. (In SAE journal, Mar. 1961, p.140) Appl. author: Hanson & Stevens, Inc. © 8Mar61; KK158003.

Total 2 retaining ring ideas to help you cut costs, improve product design and performance. Circolox; Spirolox. External type, for axial installation & other Circolox rings. (In Assembly & fastener engineering, Mar. 1961, p.60) Appl. author: Hanson & Stevens, Inc. © 25Feb61; KK157999.

Total 2 retaining ring ideas to help you cut costs, improve product design and performance. Spirolox; Circolox. Single turn rings & other Spirolox rings. (In Assembly & fastener engineering, Jan. 1961, p.7) Appl. author: Hanson & Stevens, Inc. © 25Dec60 (in notice: 1961); KK158000.

RAND. SEE Rand Rubber Co., Inc.

RAND RUBBER CO., INC. ©

Rand baby pants, They Last Longer. Breeth-ees with lanolin, actually breathe. Nylon New Look soft trim. © 10Nov60; KK156853.

RANDALL (A. L.) CO. ©

1961 catalog, section 1. Haeger pottery; Old Morgantown glass; Randall's inexpensive glass. Appl. author: Jack B. Kaufman. © 29Dec60; KK156634.

RAYE (ALMA) COSMETIC CO. ©

The key to lasting beauty. Cleansing cream & other products. © 20Feb61; KK157205.

REARDON CO. ©

No, you don't need to wet down your walls with Bondex. That's right, Bondex waterproof cement paint with its wonder additive is guaranteed waterproof. (In American paint and wallpaper dealer, May 1961, p.77) Appl. author: D'Arcy Advertising Co. © 20Apr61; KK158560.

Sure, you can cure your wet walls lady. It's easy with Bondex waterproof cement paint and Bondex additive. (In American paint and wallpaper dealer, Mar. 1961, p.45) Appl. author: D'Arcy Advertising Co. © 22Feb61; KK158113.

That's right lady, I'll guarantee you a dry basement. I'm working with Bondex waterproof cement paint with the new wonder additive. (In American painter & decorator, Mar. 1961, p.17) Appl. author: D'Arcy Advertising Co. © 6Mar61; KK157862.

You say you want a tough floor paint? Use Bondex floor and patio paint. Waterproof cement paint. (In Western paint review, Apr. 1961, p.27) Appl. author: D'Arcy Advertising Co. © 1Apr61; KK158763.

You say your basement is impossible? Bondex heavy duty waterproofer. (In American paint and wallpaper dealer, Apr. 1961, p.32) Appl. author: D'Arcy Advertising Co. © 15Mar61; KK157773.

REASOR-HILL CORP. ©

R-H weed Rhap-20; kills weeds. Questions and answers concerning R-H weed Rhap-20. NM: new matter. © 8Feb61; KK156732.

RED HEART DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co. Red Heart Division.

RED HEART MINK FOOD DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co. Red Heart Mink Food Division.

REED, GEORGIA S. ©

Real estate. Realties. (In Pottstown-Upper Perkiomen Valley and vicinity telephone directory 1960, yellow pages, p.99) © 23Jun60; KK156436.

REEDY, EARL.

Del Mar at your service. Speedy delivery service, fine food. © Earl Reedy & Ronald Reedy; 1Jan61; KK158112.

REEDY, RONALD.

Del Mar at your service. SEE Reedy, Earl.

REFLECTOR HARDWARE CORP. ©

Custom quality, mass produced; the new Spacemaster 7000 system. Modular merchandising counters. © 22Dec60; KK156008.

REGENSBURG (E.) & SONS. ©

Nuts about Nelson, why? Admiration Nelson. Cigars. (In The New York times, Apr. 25, 1961, p.46) Appl. author: Kaster Hilton Chesley Clifford & Atherton, Inc. © 25Apr61; KK158459.

REILY (WILLIAM B.) & CO., INC. ©

Luzianne coffee and chicory. One pound net weight. © 1Nov60; KK156089.

REPUBLIC MOLDING CORP. ©

For refrigerator and freezer, Republic's Thrifties, unbreakable economy containers. Appl. author: Elon C. Olson. © 6Feb61; KK158735.

New, Golden Crest spice set; stock no.245. Salt-pepper shakers; stock no.244. Appl. author: Wilburn N. Davidson. © 16Jan61; KK158734.

RESEARCH-COTTRELL, INC. ©

Basic advantages of silicon rectifiers. Appl. author: William A. Cather III. © 21Apr61; KK158565.

High voltage DC power supplies, transformers, and control systems. 800 MA single phase full wave bridge rect. & others. Appl. author: William A. Cather III. © 21Apr61; KK158564.

RESTONIC CORP. ©

Ask your doctor when he makes this diagnosis. Recommended procedure: complete relaxation aided by Orthotonic corrective center. Mattress. (In Good housekeeping, May 1, 1961, p.171) Appl. author: Bozell & Jacobs, Inc. © 18Apr61; KK158709.

Recommended procedure: complete relaxation aided by Orthotonic corrective center. Mattress. (In Modern medicine, Apr. 3, 1961, p.145) Appl. author: Bozell & Jacobs, Inc.; © 3Apr61; KK158135.

REVLON, INC. ©

For hair too casual for hairspray, yet too soft to stay; Revlon's new hairdressing discovery. Persuade. (In The New York times, Jan. 29, 1961, p.76) Appl. author: Warwick & Legler, Inc. © 29Jan61; KK156694.

For hair too casual for hairspray, yet too soft to stay, Revlon's new hairdressing discovery gives your hair the body it needs to behave itself; Persuade. (In Sunday news, New York, Mar. 19, 1961, p.101) Appl. author: Warwick & Legler, Inc. © 19Mar61; KK157767.

From Revlon research, an antibiotic deodorant with neomycin, so effective you could apply it only 3 times a week and still be fully protected from odor; Hi and Dri. (In New York Journal-American, July 27, 1960, p.16) © 27Jul60; KK156293.

To the 8 women in 9 who do their own housework: Medicated Silicare, protective lotion for hands and body. (In Good housekeeping, Jan. 1961, p.5) Appl. author: Warwick & Legler, Inc. © 1Jan61; KK156176.

Today, you'll know it's spring; b-z-z-zing, the Honey Bee girl is here. Revlon creates Honey Bee pink. Lipstick & nail enamel. (In Vogue, Apr. 1, 1961, p.14-15) Appl. author: Warwick & Legler, Inc. © 1Apr61; KK158495.

Why let winter housework ruin your hands? Medicated Silicare. (In The New York times, Mar. 7, 1961, p.38) Appl. author: Warwick & Legler, Inc. © 7Mar61; KK157454.

Why tell him it's make-up, he's convinced it's you. Touch & Glow. Liquid make-up; face powder; pressed powder. (In Ladies' home journal, Mar. 1961, p.5) Appl. author: Warwick & Legler, Inc. © 1Mar61; KK157451.

REYNOLDS & SEILER RAMBLER. ©

Hang me near your phone. Don't be a gambler, buy Rambler genuine parts. Appl. author: Sandy Thielman. © 23Nov60; KK156356.

REYNOLDS BROS., INC. ©

Cherefresh unsweetened cherry juice. Net contents 12 fl. oz. © 2Aug60; KK156291.

REYNOLDS MANUFACTURING CO. ©
Experienced fleet operators agree: you can rely on Reyco, world's largest-selling replacement brake drum. New engineered design. D-161. (In Go, May 1961, p.26) © 10May61; KK159236.
Put it on a pedestal, better yet, put Reyco brake drums in your fleet. D-560. (In Commercial car journal, Jan. 1961, p.135) © 10Jan61; KK157164.
Quality proved by performance; Reyco brake drums. (Award winners 1960) (In Go, Oct. 1960, p.57) © 10ct60; KK156604.
Up to 66,000 lbs. capacity on your trailer-tandem? If you can do it legally, you can do it safely with Reyco; models 41 and 42 for dual or tri-axle. T-760. (In Power wagon, Mar. 1961, p.17) © 10Mar61; KK158021.

RICH, C. J. ©
A new baby. Soon you'll become a mother, here's a tip on your hair care before and after child birth. Artistic Beauty Institute. © 10Dec60; KK156820.

RICHARDS MANUFACTURING CO. ©
All-elastic rib belt with Velcro fastener. No.17-V male; 18-V female. Appl. author: Harry T. Treace. © 30Dec60; KK156051.
Clear-vu arm sling with Velcro fastener, and 2 others. Appl. author: Harry T. Treace. © 1Jun61; KK159393.
Shea stapes-mastoid drill. Appl. author: Harry T. Treace. © 31May61; KK159316.
Shea vein press. No.1249. Shea dissecting scissors & other items. Appl. author: Harry T. Treace. © 7Mar61; KK157324.

RICHARDSON HOMES CORP. ©
Living is fun in your Richardson. (Form no.J-001) Appl. author: Juhl Advertising Agency. © 10Dec60; KK158129.

RICHARDSON-MERRELL, INC. CLEARASIL DIVISION. ©
How Clearasil's 3 medical actions open, clean-out and dry-up pimples fast. (In Chicago Sunday tribune, Jan. 8, 1961, comic section, p.8) © 8Jan61; KK156414.

RICHMOND, LUCILLE. ©
Comfy tabs. Why suffer to be beautiful? Use Comfy tabs under your brush rollers. © 29May61; KK159228.

RICHTER. SEE Richter Artcraft Co.

RICHTER ARTCRAFT CO.
Fertility Tiki. Appl. author: William L. Breyfogle. © Richter Artcraft Co. a.k.a. Richter; 16Feb61; KK158419.

RIEGEL PAPER CORP. ©
Euclid-Race qualite superbe old fashioned French vanilla; design no.2013. One-half gallon liquid. © 15Jun61; KK159810.
Food Fair, our finest quality ice cream; Neapolitan. Design no.2012. © 17Feb61; KK157882.
Johnson's richer coconut pineapple ice cream. Design no.361. © 3Mar61; KK157900.
Tasty fresh, grade A medium; eggs. One dozen. (Apache Divisible Dubl-Cushion egg carton, design no.280) © 8Dec59; KK158108.
University of Georgia ice cream. One half-gallon liquid. Design no.1007. © 11May61; KK158983.

RIEGEL PAPER CORP. BLOOMER DIVISION.
United Dairies, Inc. lemon chip ice cream. One half gallon liquid. (Design no.362) © Riegel Paper Corp. (in notice: Bloomer Div., Riegel Paper Corp.); 14Apr61; KK158398.

ROBBIN PRODUCTS. ©
85 pc. Cannon fashion-mates, mix-match ensemble. Appl. author: Meyer Robbin. © 3Apr61; KK158070.
Everything to set a beautiful table. Dinnerware in pink rose pattern, glassware, flatware. (No.495 dinnerware ensemble, 114 pieces) Appl. author: Meyer Robbin. © 28Dec60; KK157654.
73 pc. set with Cannon all cotton fashion mates plus 2 Caroline hobnail bedspreads. (Floral towel ensemble with floral bedspreads) Appl. author: Meyer Robbin. © 3Apr61; KK158071.

ROBERT'S COOKIE CO.
Animal cookies, no.1-2. [Small train of animals] One pound. © Mother's Cookie Co., Inc. d.b.a. Robert's Cookie Co.; 26Jul60; KK156332-156333.

ROBINSON, ALBERT R. ©
Alkali Ike's original Magne-Tykes. White sand village with magnetic black sand. © 30Mar61; KK158005.
Alkali Ike's original static-electrascope Statniks. [Static electric toy game] © 22May61; KK159212.

ROCK OF AGES. ©
What joy and triumph, after all, to be sincerely honored by the ones we loved. (In The Saturday evening post, Mar. 18, 1961, p.68) © 15Mar61; KK157677.

ROCKET CITRUS PRODUCTS, INC. ©
Dair-E-Cola golden refreshment. Adams Dairies. One half gallon liquid. Appl. author: Charles E. Lazier, Jr. © 3Apr61; KK158664.

ROCKY MOUNTAIN METAL PRODUCTS CO. ©
Announcing the new R. M. equipment line. For over a quarter century, Rocky Mountain machines ... for chrome alloy orthodontics. Copy: Martin Brusse. Art: Bradley-Lane Advertising (Gene Kramer) (In American journal of orthodontics, Mar. 1961, p.32) © 15Mar61; KK158308.
Better health through dentistry. Oral problems can influence general health and well-being in many ways. Copy: Martin Brusse. Art: Bradley Lane Ad Agency (Gene Kramer) (Series of man) (In Rocky Mountain news, Apr. 20, 1961, p.44) © 20Apr61; KK158706.
Even if you have an old, 1934 Rocky Mountain welder, you can electric solder with a carbon tipped, upper electrode. Copy: Martin Brusse. Art: Bradley-Lane Advertising (Gene Kramer) (No.4 of a series on electric soldering) (In American journal of orthodontics, Mar. 1961, p.31) © 15Mar61; KK158309.
The key for a complete program for early prevention and care. Before Rocky Mountain, there were no companies devoted to ... orthodontics and pedodontics. Copy: Martin Brusse. Art: Bradley Lane Ad Agency (Gene Kramer) (In Journal of dentistry for children, Jan.-Mar. 1961, p.vi-vii) © 10Apr61 (in notice: 1960); KK158770.
Welcome orthodontists. Denver is proud to host the 57th annual meeting of the American Association of Orthodontists. Copy: Martin Brusse. Art: Bradley Lane Ad Agency (Gene Kramer) (In Rocky Mountain news, Apr. 17, 1961, p.32) © 17Apr61; KK158705.
Welcome orthodontists. You'll meet many friends during the 1961 A.A.O. meeting in Denver this month. Copy: Martin Brusse. Art: Bradley Lane Ad Agency (Gene Kramer) (In American journal of orthodontics, Apr. 1961, p.24) © 15Apr61; KK158707.

RODD, JOSEPH S. ©
Top performance ice, snow, wet roads. Only premium steel-tred remolds offer 4-wheel year 'round traction. © 19Dec60; KK156689.

ROLLINS SUPPLY CO. ©
Hells Fire drain pipe cleaner. Appl. author: Alice Roush. © Rollins Supply Co.; 1May61; KK159508.

ROMAN MEAL CO. ©
Regular Roman Meal cereal. Contents 1 pound 12 ounces. Appl. author: Charles W. H. Matthaei. NM: new design & copy. © 15May61; KK159676.

ROMAR FILTER CORP. ©
Perfect filtration builds future pool sales. Romar multi-vane diatomite pressure filters job-sized for every pool, from portables to permanents. No.686 & 7 others. (In Swimming pool age, Dec. 1960, p.138) Appl. author: Phillip Roden. © 15Dec60; KK157972.

ROOD, WILLIAM E., JR. ©
Cotton harvester. © 7Apr61; KK158724.

ROOS, BIRGER.
Key-Cue. SEE Socolov, Ernest.

ROSE-AL RESTAURANT. SEE Madison Cafeteria.

ROSE-DERRY CO. ©
Kantwet 1961 catalog. Crib mattresses & other baby products. © 3Jan61; KK156641.

ROSE HILLS MEMORIAL PARK ASSN. ©
Only at Rose Hills Mortuary, so much more, costs no more. (In Maywood journal) Appl. author: Levitt & Brandt, Inc. © 25May61; KK159582.

ROSS LABORATORIES. ©
Congenital heart abnormalities; Similac with Iron. (Nursing education aids, no.7 of a series) Appl. author: William Douglas McAdams. © 14Nov60; KK159294.

ROTHMAN, HARRY. ©
Can the average man be faithful nowadays? Hand tailored suits & other clothing. (In The New York times) © 5Apr61; KK157984.
Food for thought. Hand-tailored luxury suits, finest Italian silks & other apparel. (In The New York times) © 2May61; KK158630.
How does Harry Rothman do it? Can you guess the average income of the men in this picture? Vicuna outercoats & Lambs' wool overcoats. (In The New York times) © 25Nov60; KK156221.
How to join the H. D. H. R. D. I. Club. Natural shoulder suits & other garments. (In The New York times) © 17May61; KK158972.
It pays to get fresh. Luxury imported worsteds in hand-tailored suits & other clothing. (In The New York times) © 1Feb61; KK156680.
Palm trees on 18th Street? Imported Italian silk hand-tailored suits & other men's apparel. (In The New York times, Feb. 2, 1960, p.16) © 2Feb60; KK156615.

See double but pay only half. Cashmere suits; hand-tailored suits; hand-tailored topcoats. (In The New York times) © 22Mar61; KK157881.

This diet will work wonders for any man. Finest Italian silks & other clothing. (In The New York times) © 19Apr61; KK158352.

This tree has no branches. Hand-tailored suits; cashmere sport jacket; hand-tailored topcoats. (In The New York times) © 1Mar61; KK157138.

What stock is due for a 35-point rise? Natural shoulder suits with vests & other clothing. (In The New York times) © 29Mar61; KK157981.

ROTHMAN (HARRY) INC. ©

It's mutiny, men. Superlative spring worsteds in hand-tailored suits & other men's apparel. (In The New York times) Appl. author: Harry Rothman. © 15Mar61; KK157588.

ROTO-PACK CORP. ©

Roto-Pack, new multi-market profit line. Model III-V & portable home model. NM: additions. © 14Dec60; KK156426.

Roto-Pack, the modern space saver; for storing and dispensing cans on shelf or in refrigerator. Model V. © 14Dec60; KK156427.

ROUSSEL CORP. ©

It's never too soon. New, 3-day, oral test can help you answer her question anytime. Pro-Duosterone. © 26Apr61; KK159416.

ROWE PLASTICS & DIE CASTING CO. ©

Dual bud vase with two metal candle holders; Duette, flickering fragrance. © 4Apr60; KK156241.

Remember card file; rotate the cards, next date to remember appears in windows, a perpetual reminder. NM: revision. © 4Apr60; KK156242.

ROWLING-SEIDMAN, INC. ©

Charm-O-Rama; interchangeable 14K gold plated jewelry. Appl. author: Sidney Rowling. © 16Nov60; KK156219.

ROYAL ESTATES.

Royal Estates tea. 50 extra rich, extra strength bags. Net weight 4 1/2 oz. © Royal Estates Tea Co. d.b.a. Royal Estates; 16Mar61; KK159131.

ROYAL MASTER CORP. ©

Here's the product that sold $1,372,000.00 at retail in its first eight weeks. Royal Shoe-Master, the only complete shoe shine line that passes the white glove test. Royal Shoe-Master, Jr. & other items. (In Notion & novelty review, Feb. 1961, p.101) Appl. author: Zepha Bogert. © 1Feb61; KK157864.

RUBBERMAID, INC. ©

Boat bucket. No.2983. © 27Mar61; KK158519.

Busy bucket. No.2960. © 10Mar61; KK157930.

Citation, twin mats for front floor coverage. No.8457. © 15Nov60; KK156959.

Citation; twin mats for rear [auto] floor coverage. No.8458. © 15Nov60; KK159591.

Colander. No.2931. © 15Feb61; KK157054.

Cutlery tray. No.2921. © 18Nov60; KK157048.

Cutlery tray keeps silverware sorted. No.2922. © 7Oct60; KK156247.

Dish drainer. No.6013. © 13Jan61 (in notice: 1960); KK157052.

Dish drainer. No.6021. © 13Jan61 (in notice: 1960); KK157051.

Dish drainer. No.6032. © 13Jan61; KK157929.

Dish drainer. No.6072. © 13Jan61 (in notice: 1960); KK157050.

Dishpan. No.2951. © 31Jan61; KK157928.

Dishpan. No.2970. © 21Feb61; KK158521.

Drainboard mat. No.1131. © 24Apr61; KK159421.

Drainboard mat. No.1133. © 18Apr61; KK159422.

Drainboard mat. No.1141. © 24Jan61 (in notice: 1960); KK157059.

Drainboard mat. No.1142. © 19Jan61 (in notice: 1960); KK157041.

Drainer tray. No.1181. © 2Jan61 (in notice: 1960); KK157040.

Drainer tray. No.1190. © 3Mar61; KK157925.

Drainer tray protects counter tops. No.1191. © 20Nov60; KK156245.

Drawer divider keeps gadgets sorted. No.2923. © 6Dec60; KK156246.

Dustpan. No.2001. © 31Jan61 (in notice: 1960); KK157058.

Kompact custom-tailored protection for front floor ... of all compact cars. No.1565. © 20Jan61; KK159423.

Kompact, one piece mat for rear [auto] floors. No.1578. © 28Oct60; KK159592.

Krestliner, custom tailored one piece front floor protection. No.1518. © 13Jan61 (in notice: 1960); KK159426.

Krestliner, custom tailored protection for rear floor. No.1551. © 18Jan61 (in notice: 1960); KK159427.

Marine accessories. No.2885 utility scoop & other items. © 26Oct60; KK156550.

Pet dish. No.2501. © 6Feb61 (in notice: 1960); KK157035.

Plate rack. No.6203. © 6Jan61 (in notice: 1960); KK157049.

Round dishpan. No.2950. © 2Jan61 (in notice: 1960); KK157045.

Rubbermaid styleliner, one piece front floor protection for standard cars. No.1428. © 6Dec60; KK159132.

Silverware cup. No.2909. © 6Feb61 (in notice: 1960); KK157057.

Silverware drainer. No.2918. © 21Feb61; KK157926.

Sink basin. No.2948. © 9Mar61; KK158518.

Sink divider mat. No.1297. © 13Jan61 (in notice: 1960); KK157038.

Sink liner mat. No.1211. © 19Jan61 (in notice: 1960); KK157039.

Sink rack. No.6103. © 8Feb61 (in notice: 1960); KK157055.

Sink rack. No.6104. © 8Feb61 (in notice: 1960); KK157056.

Sink strainer. No.1702. © 31Jan61 (in notice: 1960); KK157060.

Sink strainer. No.2930. © 5Dec60; KK157047.

Stove mat. No.1305. © 7Feb61; KK158524.

Stove mat. No.1314. © 30Mar61; KK158522.

Stove 'n counter mat; it's heat-proof all over. No.1321. © 31Oct60; KK156249.

Stove 'n counter mat, it's heat-proof all over. No.1323. © 31Oct60; KK156351.

Styleliner, one piece rear floor protection for standard cars. No.1414. © 18Jan61 (in notice: 1960); KK159428.

Table 'n counter mats, heat-proof all over. No.1326. © 31Oct60; KK156248.

Tissue dispenser. No.2939. © 24Feb61; KK158523.

Toilet top tray. No.7201. © 28Mar61; KK158520.

Tredeasy floor mat. No.1415. © 30Dec60; KK157037.

Tredeasy floor mat. No.1416. © 18Nov60; KK157036.

Twin sink dish drainer. No.6008. © 13Jan61 (in notice: 1960); KK157053.

Vanity wastebasket. No.2940. © 13Jan61 (in notice: 1960); KK157046.

Vanity wastebasket. No.2952. © 27Jan61 (in notice: 1960); KK157044.

Ventura; one mat each for driver's and passenger side of car. No.8509. © 8Mar61; KK159424.

Ventura deluxe twin mat coverage for all rear floors ... to complement today's fashionable cars. No.8510. © 17Feb61; KK159425.

Wastebasket. No.2942. © 10Feb61; KK157927.

Wastebasket. No.2956. © 6Dec60; KK157043.

Wastebasket. No.2957. © 6Jan61 (in notice: 1960); KK157042.

RUBIN (LILLIE) & MISS GEORGETTE SALONS. ©

Latest report: check the sophisticates. Feminine and charming ... our new crop of cottons. (In The Miami herald, Feb. 26, 1961) Appl. author: Phyllis Dee, Inc. © 26Feb61; KK157800.

Latest report: dance all night in chiffon. Two from our vivid collection, each distinctively new and flattering. (In The Miami herald, Feb. 5, 1961) Appl. author: Phyllis Dee, Inc. © 5Feb61; KK157853.

RUBINSTEIN (HELENA) INC. ©

All day, every day, Helena Rubinstein's Skin Dew works to smooth skin. (In The New York times, Apr. 9, 1961, p.119) © 9Apr61; KK158628.

Brunette? Then stop wearing other women's make-up shades. Helena Rubinstein announces make-up colors to harmonize with every shade of hair. Silk-Tone liquid make-up, Silk-Tone face powder, Heart-Shape lipstick. (In Vogue, Nov. 1, 1960, p.59) © 1Nov60; KK156724.

Clean out clogged pores as you wash your face. Beauty washing grains; Water Lily pore lotion; Clear and Lovely. (In Seventeen, Apr. 1961, p.36) © 30Mar61; KK158011.

Cleanse your skin to beauty with rare, time-proven herbs, Helena Rubinstein's new Herbessence cleanser. Tree of Life cream & other products. (In Vogue, Feb. 15, 1961, p.41) © 15Feb61; KK158781.

Don't take chances; over a million women know and use Helena Rubinstein's hair rinses, Color Lift and Coverinse. Don't take a chance and lose customers; display and sell what you have re-sold again and again. (In Beauty fashion, Jan. 1961, p.12-13) © 11Jan61; KK156722.

Helena Rubinstein announces Color Lift Coverinse, the first lasting rinse that covers mixed gray hair. Double guarantee: gray will never go orange, lasts through 5 shampoos. (In This week magazine (The Miami news) Sept. 11, 1960, p.49) © 11Sep60; KK158758.

Helena Rubinstein introduces Paris-born Coverfluid, the matte make-up in a tube, that Paris raved about; flawless beauty without shine, RUBINSTEIN (HELENA) INC.-Con.

smooth finish without drying. (In Vogue, Mar. 15, 1961, p.38-39) © 15Mar61; KK158525.

Helena Rubinstein says, let's talk about your skin. Bio-Clear medicated cream; Bio-Shampoo. (In Seventeen, May 1961, p.59) © 27Apr61; KK158754.

Helena Rubinstein's Bio-Clear drug discovery gives fast help for acne breakouts. A very special party at Helena Rubinstein's home. (In Seventeen, May 1961, p.63) © 27Apr61; KK158757.

Helena Rubinstein's Skin Dew works all day to smooth skin; like no other moisturizer, it's proteinized. (In The Herald tribune, Mar. 5, 1961, p.40) © 5Mar61; KK158006.

How new wonder drug face cream restores young look to skin. Medical research proves specific skin cells can be reactivated ... by the action of two female hormones, estrogen and progesterone. Ultra Feminine. (In New York herald tribune, Jan. 8, 1961, p.38) © 8Jan61; KK156571.

Lipsticks a la hair color; new idea inspires three great new reds. Scarlet Satin; Chiffon Red; Velvet Flame. (In This week magazine (The Boston Sunday herald) Oct. 9, 1960, p.23) © 9Oct60; KK156885.

New, fast help for the acne sufferer; Bio-Clear, skin-toned, greaseless, fast-acting cream for topical sulphur therapy. (In The American journal of nursing, Mar. 1961, p.111) © 1Mar61; KK157360.

New night cream discovery; Helena Rubinstein's Creamessence, a rich night cream, perfectly greaseless, penetrates deeper for smooth skin. (In New York journal-American, Apr. 9, 1961, p.33-L) © 9Apr61; KK158627.

New, 6 fashion shades to glamorize gray hair in Color Lift hair rinse. (In Vogue, Mar. 1, 1961, p.79) © 1Mar61; KK158527.

News, Helena Rubinstein's Bio-Clear drug discovery gives fast help for acne breakouts and blemishes. (In Seventeen, Apr. 1961, p.75) © 30Mar61; KK158012.

A scientific report on Helena Rubinstein's Ultra Feminine; how new wonder drug face cream restores young look to skin. (In Good housekeeping, Jan. 1961, p.21) © 20Dec60 (in notice: 1961); KK156416.

Tonight at 11:15, channel 2, Helena Rubinstein will change Barbara Kelly's hair from salt and pepper gray to brown, with new Color Lift Coverinse. (In The New York times, Sept. 30, 1960, p.30) © 30Sep60; KK156154.

Way to lasting beauty: Helena Rubinstein's Tree of Life. Herbessence cream cleanser & 5 others. (In The Diplomat, Feb. 1961, p.24) © 24Jan61; KK156572.

RUCHLIS, HY.

Motograph science charts, for science projects, schools, clubs. SEE Science Materials Center, Inc.

RUDD-MELIKIAN, INC. ©

From Rudd-Melikian support to customer satisfaction, nothing compares with Brew-A-Cup. (In American automatic merchandiser, Jan. 1961, p.94-95) Appl. author: Harris D. McKinney, Inc. © 15Jan61; KK159270.

Now, take advantage of any coffee opportunity with the unequalled flexibility of the complete R-M line. Brew-a-Cup BAC/500 cabinet; BAC/300 cabinet. (In American automatic merchandiser, Feb. 1961, p.108-109) Appl. author: Harris D. McKinney, Inc. © 15Feb61; KK159090.

Now, top hot-weather refresher, adds pick-up to summer vending sales. Iced tea available for the first time in vending; R/M iced tea beverage syrup. (In Vend, Apr. 15, 1961, p.29-30) Appl. author: Harris D. McKinney, Inc. © 15Apr61; KK158669.

These men know you can serve coffee six-seconds fresh. Brew-a-Cup/500; Brew-a-Cup/300. (In American automatic merchandiser, Apr. 1961, p.98-99) Appl. author: Harris D. McKinney, Inc. © 15Apr61; KK159089.

We bought Brew-a-Cup for quality, not price. (In Vend, Mar. 1, 1961, p.20-21) Appl. author: Harris D. McKinney, Inc. © 1Mar61; KK159088.

RUDY'S SAUSAGE CO. ©

Country sausage; mild. One pound net. NM: additions. © 17Aug59; KK156240.

RUPPERT, JACOB. ©

Knickerbocker beer stays cold for hours in Reynolds Wrap aluminum cooler case. No.2413. 12 12 oz. cans. (Knickerbocker cooler case) Appl. author: Robert Massa. © 1May61; KK158660.

S

S & A CO. SEE Strohmeyer & Arpe Co.

S & W FOODS, INC. ©

It took Mr. M. of S & W 28 years to pick this handful of coffee beans. (In Los Angeles times, Apr. 2, 1961, magazine section, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 2Apr61; KK159013.

Mr. M. of S & W tells you how to pick a great cup of coffee out of the crowd. (In Los Angeles times, Apr. 16, 1961, home magazine section, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 16Apr61; KK159014.

SKI. SEE Sesa-Kraft, Inc.

SKWM. INC. SEE Kane (Sam) Wholesale Meat, Inc.

S. S. C. LAB. SEE S. S. C. Laboratory.

S. S. C. LABORATORY. ©

Mystic Sunset Melody presents Spectra-Vox. A revolutionary new concept in the field of musical entertainment associating color with sound to further dramatize music. Appl. author: Stanley S. Cramer. © 28Jan61; KK158492.

SAALFIELD PUB. CO. ©

Art forms, the creative art toy for children. 6155. Contents 7 reversible aluminum patterns. © 13Mar61; KK158506.

Campaign, the American go game. 6154. Folding gameboard, dice, 144 blue and gray playing pieces. © 4Apr61; KK158507.

Darling dolls with wavy hair; blond Elaine and brunette Vicki. 6029. A complete wardrobe. © 4Apr61; KK158504.

The flannel face twins; Johnny and Jane. 6023. 3 to 10 years. 41 flannel-backed pushouts, press on, lift off. © 16Mar61; KK158508.

Grab-O and Handy-Dandy games for two to four players; 2 games on folding board. 9943. 172 die-cut playing pieces and die. © 4Apr61; KK158512.

Little Snipper surprises, 42 things to do with scissors and crayons. 6018. By Marybeth F. Thomas. 6 to 10 years. © 20Mar61; KK158505.

Toy Time lacing cards. 6075. 3 to 8 years. 14 cards; 14 tipped laces. © 4Apr61; KK158503.

ST. DENIS, MARTIN.

How to develop special skills in bleaching and toning. SEE Clairol, Inc.

ST. REGIS PAPER CO. GULF CARTON DIVISION. SEE Gulf SR.

SALERNO-MEGOWEN BISCUIT CO. ©

Milk and honey grahams. 2 pounds net weight. 8 inner crisper packs. © 19Jun61; KK159818.

SALES MANAGEMENT, INC. ©

How to sell most of the people most of the time, by William J. Tobin. (Sales management's sales builder of the month) © 15Feb61; KK158426.

SAMBERG, BENJAMIN.

Kosher comedy. SEE Bell Enterprises, Inc.

SAMSON LABORATORIES, INC. ©

Adult standard values. Appl. author: Meyer Samson. Appl. states prev. reg. 8Apr59, A383560. © 28Mar61; KK158919.

SANTA FE WINE CO.

Vino royal California chablis. Appl. author: Lou Holzer. © Di Giorgio Fruit Corp. d.b.a. Santa Fe Wine Co.; 31Mar61; KK159813.

Vino royal California grenache rose. Appl. author: Lou Holzer. © Di Giorgio Fruit Corp. d.b.a. Santa Fe Wine Co.; 31Mar61; KK159812.

SARONG, INC. ©

At last, a strapless bra that won't slip down, stays in place all day long. Stay Pretty. [Two girls, & views of bra] Appl. author: Donahue & Coe. © 1Apr61; KK159255.

At last, a strapless bra that won't slip down, stays in place all day long. Stay Pretty. [Two girls] Appl. author: Donahue & Coe. © 1Apr61; KK159256.

Do you have a figure problem? P.N. Practical Front, modern way to a modern figure. Appl. author: Donahue & Coe Agency. © 3Feb61; KK157957.

New, amazing long-life elastic, makes all other bras obsolete; Sarong criss-cross bra with Stretch-Ever elastic. [Hands stretching bra] Appl. author: Donahue & Coe. © 29Sep60; KK156507.

New, amazing long-life elastic, makes all other bras obsolete; Sarong criss-cross bra with Stretch-Ever elastic. [Laughing female with arms raised, wearing bra] Appl. author: Donahue & Coe. © 29Sep60; KK156508.

New Sarong criss-cross bra with Stretch-Ever, the long-life elastic. Style 500. Appl. author: Donahue & Coe. © 9Oct60; KK156518.

New Sarong criss-cross pull-on girdle. Style 26. Appl. author: Donahue & Coe Agency. © 21Mar61; KK159362.

New Sarong criss-cross pull-on panty girdle. Sarong, the slender look with natural control, no girdled feeling. Style 30. Appl. author: Donahue & Coe Agency. © 20Mar61; KK159198.

New Sarong criss-cross strapless bra. Stay Pretty stays put no matter what. Headcard CC-800. Appl. author: Donahue & Coe. © 1Apr61; KK159201.

New Sarong criss-cross zipper girdle. Stops tummy, midriff, thigh bulge with no girdled feeling. Style 204. Appl. author: Donahue & Coe Agency. © 15Mar61; KK159199.

New Sarong Jr. criss-cross curve-controller panty girdle. Style 69. Appl. author: Donahue & Coe Agency. © 21Mar61; KK159364.

New Sarong Jr. criss-cross curve-controller pull-on girdle. Style 59. Appl. author: Donahue & Coe Agency. © 21Mar61; KK159363.

New Sarong makes all other bras obsolete; with Stretch-Ever, amazing new long-life elastic. CC-208. Appl. author: Donahue & Coe. © 27Jun60; KK156519.

Only the new Sarong criss-cross girdle wins the battle of the bulges with no girdled feeling. Appl. author: Donahue & Coe. © 28Oct60; KK156517.

Only the new Sarong, Jr., curve-controllers give you no girdled feeling, freedom of movement. Style no.69 panty girdle & no.59 girdle. Appl. author: Donahue & Coe. © 28Oct60; KK156516.

P.N. Practical Front. Be slimmer, feel better with new lift and support. Appl. author: Donahue & Coe. © 19Jan61; KK157347.

Win the battle of the bulges with no girdled feeling; only the new Sarong criss-cross girdle and panty girdle stops midriff bulge. No.26 girdle & no.30 matching panty girdle. Appl. author: Donahue & Coe. © 28Oct60; KK156515.

Win the battle of the bulges with no girdled feeling. Sarong criss-cross girdles stop midriff, tummy and thigh bulge. Counter card CC-204. Appl. author: Donahue & Coe. © 1Apr61; KK159200.

SASHEEN MAGIC.

Tie up with the top Christmas ribbons for re-sale. SEE Minnesota Mining & Manufacturing Co.

SAVINGS & LOAN FOUNDATION, INC. ©

Gary Cooper says: No, partner, this isn't where I work, it's where my money works for me. (In The Saturday evening post, Mar. 18, 1961, p.93) Appl. author: McCann-Erickson, Inc. © 14Mar61; KK158606.

Good friends of little incomes. Insured savings and loan associations make more home loans than all other financial institutions combined. (In Time, Apr. 21, 1961, p.101) Appl. author: McCann-Erickson, Inc. © 18Apr61; KK159667.

Helping America grow. Insured savings and loan associations. (In National publisher, Mar. 1961) Appl. author: McCann-Erickson, Inc. © 1Mar61; KK159669.

Let us help put your family in a home of their own. (In The Saturday evening post, June 3, 1961) Appl. author: McCann-Erickson, Inc. © 29May61; KK159798.

Losing a baby tooth is a big event in her life. (In The Reader's digest, Feb. 1961) Appl. author: McCann-Erickson, Inc. © 21Jan61; KK157557.

Make your dream vacation come true. Savings account. (In The Saturday evening post, Dec. 24, 1960) Appl. author: McCann-Erickson, Inc. © 20Dec60; KK156214.

There's no home like your own, and no place to finance your home like an insured savings and loan association. (In The Reader's digest, Apr. 1961) Appl. author: McCann-Erickson, Inc. © 21Mar61; KK158607.

To steal bases, you must get the jump on the pitcher. Put part of each pay check in an insured savings and loan association. (In Reader's digest, May 1961) Appl. author: McCann-Erickson, Inc. © 21Apr61; KK159666.

Who puts more roofs over our heads? Insured savings and loan associations. (In Newsweek, May 15, 1961) Appl. author: McCann-Erickson, Inc. © 10May61; KK159668.

SCAM INSTRUMENT CORP. ©

Model SI-2F. Bulletin LI. Appl. author: Roscoe H. Garrett. © 1Mar61; KK158295.

SCARVES BY VERA, INC.

The Charleston garden; Vera's strawberries are in ahead of the season. © Vera, accepted alternative designation of Scarves by Vera, Inc.; 16Feb61; KK158248.

SCHICK, INC. ©

More than your money back; yes, more than your money back if the Schick 1066 doesn't outshave your present razor. All-new 1066 Schick 3 speed. (In Time magazine, Feb. 3, 1961, p.33) Appl. author: Benton & Bowles, Inc. © 31Jan61; KK159044.

SCHLAGE LOCK CO. ©

Beauty where it shows, quality where it counts. How Schlage helps you sell homes with the quality look in doorways. (In House & home, Apr. 1961, p.40-41) Appl. author: J. Walter Thompson Co. © 26Mar61; KK159408.

SCHLITZ (JOSEPH) BREWING CO. ©

Congratulations Schlitz fishing contest winners and our thanks to all who took part. (In The Tampa tribune, Apr. 21, 1961, p.10-A) Appl. author: J. Walter Thompson Co. © 21Apr61; KK158573.

Discover the difference; move up to Schlitz. [Man at bar holding raised glass] (In Life, May 19, 1961, p.147) Appl. author: J. Walter Thompson Co. © 5May61; KK159076.

Discover the difference; we have, have you? Move up to Schlitz. [Endorsed by] Al Carlton, Jr. & others. (In Ebony, June 1961, p.66-67) Appl. author: J. Walter Thompson Co. © 20May61; KK159612.

Enjoy the difference. [Girl holding up pack of 6 cans of beer on tips of fingers] (In Look, Mar. 28, 1961, p.90) Appl. author: J. Walter Thompson Co. © 14Mar61; KK157710.

Enjoy the difference. [Man holding 2 stein glasses of beer] (In Life, Feb. 24, 1961, p.96) Appl. author: J. Walter Thompson Co. © 21Feb61; KK157711.

Enjoy the difference. [Man holding umbrella & bouquet in rain, with pack of 6 cans of beer] (In Sports illustrated, Apr. 10, 1961, p.4) Appl. author: J. Walter Thompson Co. © 7Apr61; KK158569.

Enjoy the difference. [Seated skier holding beer mug] (In Look, Jan. 31, 1961, p.20) Appl. author: J. Walter Thompson Co. © 17Jan61; KK156626.

For the holiday toast, make the move that makes the difference. (In Chicago defender, week of Dec. 17-23, 1960, p.17) Appl. author: J. Walter Thompson Co. © 17Dec60; KK156135.

From Schlitz a 27-million-page salute for Tavern Month. (In Bar management, May 1961, p.9) Appl. author: J. Walter Thompson Co. © 15May61; KK159078.

Have fun, have Schlitz at the Tarpon tournament. (In Tampa times, Tarpon tournament supplement, May 19, 1961, p.16-C) Appl. author: J. Walter Thompson Co. © 19May61; KK159610.

Haven't we met someplace before? [Can of beer & can opener] (In Army times, Apr. 19, 1961, p.15) Appl. author: J. Walter Thompson Co. © 19Apr61; KK158571.

I'm back on Schlitz. Ger. (In The Overseas weekly, Nov. 6, 1960, p.24) © 6Nov60; KK156459.

I'm back on Schlitz. (In Army times, European ed., Nov. 1, 1960, p.57) © 1Nov60; KK157162.

I'm back on Schlitz. [Two men at outdoor table in Paris drinking beer from stein glasses] (In The Overseas weekly. Germany. Apr. 2, 1961, p.15) © 2Apr61 (in notice: 1960); KK157983.

Make the move that makes the difference. [Seated man holding glass of beer & spaniel puppy] (In Chicago defender, Nov. 19-25, 1960, p.9) Appl. author: J. Walter Thompson Co. © 19Nov60; KK157376.

Nickels and dimes and profits. (In Restaurant management, May 1961, p.17) Appl. author: J. Walter Thompson Co. © 1May61; KK159079.

Our man in San Bernardino: Bob Chase. (In The Bowling proprietor, Jan. 1961, p.52) Appl. author: J. Walter Thompson Co. © 8Jan61; KK156623.

Schlitz presents summertime's greatest beer and food promotion. Good living go-togethers. (In Chain store age for Supermarket-grocery managers, May 1961, p.195) Appl. author: J. Walter Thompson Co. © 29Apr61; KK159077.

Schlitz presents the $500,000 Florida fishing contest, open to tourists and residents alike. (In The Tampa times, Jan. 5, 1961, p.12-A) Appl. author: J. Walter Thompson Co. © 5Jan61; KK156622.

Servicemen everywhere enjoy the difference. (In Post exchange and commissary, Mar. 1961, overseas section, p.85) © 1Mar61; KK157227.

A sure-fire summer promotion returns. Schlitz good living go-togethers. (In Chain store age, June 1961, p.82-83) Appl. author: J. Walter Thompson Co. © 31May61; KK159611.

Sure signs of steady profit. [Hand holding stein glass of draft beer] (In Bar management, Apr. 1961, p.27) Appl. author: J. Walter Thompson Co. © 15Apr61; KK158572.

Take a second look. (In Army times, European ed. Ger. Apr. 26, 1961, American weekend section, p.14) © 26Apr61; KK159265.

Where were you on the night of June 2nd? (In Army times, Eastern ed., May 6, 1961, p.43) Appl. author: J. Walter Thompson Co. © 6May61; KK159074.

You'll love the difference. Only Schlitz has that deep, cool, kiss-of-the-hops flavor. (In Look, June 20, 1961, p.72) Appl. author: J. Walter Thompson Co. © 6Jun61; KK159613.

You're so deep, so cool, so gemütlich. Schlitz. (In Army times, Eastern ed., May 27, 1961, p.E5) Appl. author: J. Walter Thompson Co. © 27May61; KK159616.

SCHLUDERBERG (WM.)-T. J. KURDLE CO. ©

Esskay quality, full cooked, sugar cured, skinless, hickory smoked ham. Net weight of contents 3 lbs. © 30Nov59; KK156055.

SCHLUMBOHM, PETER.

Our 20th anniversary. SEE Chemex Corp.

2 gal. samovar. SEE Chemex Corp.

SCHMID (JULIUS) INC. ©

Immolin vaginal cream-jel simple, effective conception control without an occlusive device. Killed within the distance normally traveled in 1/4 of a second. © 19Jun61; KK159749.

Trichomonad explosion with Vagisec liquid & jelly brings immediate symptomatic relief of vaginal trichomoniasis. Ramses. © 10Apr61; KK158122.

SCHMID (JULIUS) INC.-Con.
Vigisec liquid and jelly contacts, denatures, explodes trichomonads; brings immediate symptomatic relief in vaginal trichomoniasis. © 13Mar61; KK157529.

SCHMID, INC. ©
A fitting time for concern about conception control; Ramses. © 24Apr61; KK158670.

SCHOFIELD MANUFACTURING CO. ©
Panels; they fit; a better job quicker. © 24Mar61; KK157921.

SCHOLL MANUFACTURING CO., INC. ©
Dr. Scholl's support stockings, the fashionable nylons that ease leg fatigue. Appl. author: William Mathias Scholl. © 22Mar61; KK158820.
Dr. Scholl's wart remover for fast, easy removal of warts. Zino-pads & other products. C329. Appl. author: William Mathias Scholl. © 15Mar61; KK158677.

SCHONBRUNN (S. A.) & CO., INC. ©
Our greetings to you in honor of Passover. Savarin coffee. (In Jewish daily forward, Mar. 16, 1961, p.3) Appl. author: Foote, Cone & Belding. © 16Mar61; KK157894.

SCHREINER'S GARDENS. ©
You just can't beat iris, they're colorful, dependable, easy to grow. Appl. author: Sweeney, Krist & Dimm. NM: additions & illus. © 4Apr61; KK158487.

SCHRETER (A.) & SONS CO., INC. ©
The new Executive '61 series by Prince Consort; only 61 ties of a kind available in the entire world. © 22May61; KK159787.

SCIENCE CAREERS, UNLIMITED. ©
Join in the fun and become an inventive genius, a new contest idea to entertain all America. I'm the Brain. Appl. author: David Solodar. © 7Nov60; KK157127.

SCIENCE MATERIALS CENTER, INC. ©
Motograph science charts, for science projects, schools, clubs. Originated by Harry Milgrom; instruction manual & production by Hy Ruchlis; charts & manual drawings by Carl Weiss. © 27Oct59; KK156810.

SCIENTIFIC FILTER CO. ©
Roll-Tite universal screw capper; high speed, continuous motion. Appl. author: Nathan Lanes. © 9Jan61; KK157931.

SCOTT LUMBER CO., INC. ©
Shastawood wall panels. © 27Mar61; KK158073.

SCOTT PAPER CO. ©
Centennial, War between the States. (Centennial design cups) 7 fl. oz. © 10May61; KK159683.
You're blissfully secure with Confidets; 12 sanitary napkins. © 26Jun59; KK156243.

SCULPTO.
Sculpto presents The All American sculptured stone tiles. © Joseph Josephu d.b.a. Sculpto; 16May60; KK157513.

SEAGRAM (JOSEPH E.) & SONS. PHARMACRAFT LABORATORIES. SEE Pharmacraft Laboratories.

SEAGRAM (JOSEPH E.) & SONS, INC. PHARMACRAFT LABORATORIES. SEE Pharmacraft Laboratories.

SEALOL, INC. ©
Type 605 rotating metal bellows seals. Bulletin M102. © 22May61; KK159240.

SEAL-TITE PRODUCTS, INC. ©
Protect with Seal-Tite. © 4Mar59; KK158789.

SEALY, INC. ©
For people who like to be pampered; new Princess Posturepedic lulls you to sleep on a layer of luxury. (In Life, May 19, 1961, p.137) Appl. author: Earle Ludgin & Co. © 17May61; KK159122.
For people who like to be pampered, Sealy's new Princess Posturepedic lulls you to sleep on a layer of luxury. (In Modern bride, summer 1961, p.43) Appl. author: Earle Ludgin & Co. © 17Mar61; KK157989.
For people who like to be pampered, Sealy's new quilted with foam Posturepedic. Mattress. (In Good housekeeping, May 1961, p.122) Appl. author: Earle Ludgin & Co. © 20Apr61;KK158514.
For people who like to be pampered, the new Sealy Posturepedic relaxes with you blissfully, but never relaxes its support. (In Life, June 16, 1961, p.22) Appl. author: Earle Ludgin & Co. © 14Jun61; KK159581.
Get the biggest bedtime story in the business from Sealy. Now in Posturepedic, a new choice of comfort with same famous no morning backache support. (In Southern furniture news, Apr. 21, 1961, p.13) Appl. author: Earle Ludgin & Co. © 21Apr61; KK158666.
If you like to be pampered, lie down here, or lie down here. Standard Posturepedic; quilted-with-foam standard Posturepedic. (In Life, Apr. 21, 1961, p.52E-52G) Appl. author: Earle Ludgin & Co. © 19Apr61; KK158899.
Now, specially priced for Sealy's great 80th anniversary sale; you can't buy a better mattress at $39.95 than this Sealy. Posturepedic & 3 other mattresses. (In Life, Jan. 13, 1961, p.76-77) Appl. author: J. Walter Thompson Co. © 11Jan61; KK156628.

SEARS, ROEBUCK & CO. ©
Lead a soft life; new Pilgrim Orlon socks. (In Life, Oct. 10, 1960, p.64) © 6Oct60; KK156153.
More tread. Allstate express hauler costs less per mile. (In Transportation supply news, Apr. 1960, p.35) © 25Mar60; KK156151.
Now you can order a tailor-made suit by mail with no risk; hand tailored to fit you. (In True, Feb. 1961, p.135) © 25Jan61; KK157915.
See how many ways you can put flame to work; Craftsman propane torch; 7-piece kit. (In Popular science, Dec. 1960, p.223) © 1Dec60; KK156152.
You are invited. Truckers and fleet owners are cordially invited to visit the Allstate Truck Tire Hospitality Suite at the American Truckers Association Convention. (In Transportation supply news, Oct. 1960, p.24-25) © 25Sep60; KK156150.

SECO CO., INC. ©
New Seco-ware Handi-Pans. (In American restaurant magazine, June 15, 1961, p.9) © Seco Co., Inc.; 22May61; KK159744.
New Seco-ware Handi-Pans. (In Restaurant equipment dealer, June 1961, p.51) © 22May61; KK159751.
New Seco-ware Handi-Pans. Now, Seco-Ware food storage pans with handles. (In Volume feeding management, June 1961, p.8) © 22May61; KK159438.

SEDBURY, LTD. ©
From today on you can overcome the high cost of quality apparel. (In The New York times, May 11, 1961, p.26 L) Appl. author: Will Kaplan Advertising. © 11May61; KK159220.

SEIBERLING. SEE Seiberling Rubber Co.

SEIBERLING RUBBER CO.
Nylon for extra strength. Another first from Seiberling, new Nytex construction. The super service tire. (In Sports illustrated, Apr. 17, 1961, p.6-7) Appl. author: Meldrum & Fewsmith, Inc. © Seiberling, accepted alternative designation of Seiberling Rubber Co.; 13Apr61; KK159300.

SEIDNER (OTTO) INC. ©
One potato, two potato, three potato, more. Potato salad. (In Yankee grocer, May 8, 1961, p.16) © 8May61; KK159003.
One potato, two potato, three potato, more. Seidner pasteurized potato salad. (In The Westerly sun, May 10, 1961, p.10) Appl. states prev. reg. KK159003. NM: revisions. © 10May61; KK159511.

SERTA ASSOCIATES, INC. ©
Come to the Serta fair sale, America's greatest midsummer carnival of mattress values. Serta-Vista mattress & 2 other mattresses. (In Life, July 11, 1960, p.4) Appl. author: Tatham-Laird, Inc. © 11Jul60; KK156594.
Come to the Serta fair sale, 2nd act of America's greatest summer bedding sale. Serta-QuiltFair mattress & 3 other mattresses. (In Life, Aug. 8, 1960, p.13) Appl. author: Tatham-Laird, Inc. © 8Aug60; KK156593.
Fatigue build-up. Avoid it with Serta Perfect Sleeper mattress; luxury. (In Life, June 6, 1960, p.17) Appl. author: Tatham-Laird, Inc. © 6Jun60; KK156595.
Fatigue build-up. Invest in the first mattress scientifically-designed to help prevent it, Serta Perfect Sleeper. Here, at last, is a mattress crafted for today. Luxury model. (In Life, Apr. 25, 1960, p.22-23) Appl. author: Tatham-Laird, Inc. © 25Apr60; KK156597.
Fatigue build-up. Invest in the first mattress scientifically-designed to help prevent it, the Serta Perfect Sleeper. The secret is in the patented Sertaliners. Luxury model. (In Life, May 16, 1960, p.96) Appl. author: Tatham-Laird, Inc. © 16May60; KK156596.
It's here, America's greatest mattress value, the king-length Serta Perfect Sleeper, luxury or Sertapedic models. Serta also presents the regular length Serta Perfect Sleeper. (In Life, Oct. 5, 1959, p.82) Appl. author: Tatham-Laird, Inc. © 5Oct59; KK156590.
Mid-winter sale, Serta-Posture mattress. (In Life, Jan. 6, 1961, p.71) Appl. author: Tatham-Laird, Inc. © 6Jan61; KK158594.
Serta Christmas-in-July sale. Sertapedic & 4 other mattresses. (In Life, June 29, 1959, p.140-141) Appl. author: Tatham-Laird, Inc. © 29Jun59; KK156591.
The Serta president's sale. Perfect Sleeper & other mattresses & bedding. (In Life, Jan. 11, 1960, p.86-87) Appl. author: Tatham-Laird, Inc. © 11Jan60 (in notice: 1959); KK156598.

Serta proudly presents the Sertapedic-'59 sleep set with the first new sleep angle for the home in 7,000 recorded years. (In Life, Apr. 6, 1959, p.52-53) Appl. author: Tatham-Laird, Inc. © 6Apr59; KK156592.

SERVICE PRODUCTS DIVISION, S. C. JOHNSON & SON, INC. SEE Johnson (S. C.) & Son, Inc. Service Products Division.

SERVO CORP. OF AMERICA. ©

Annual report, 1960. © 29Mar61; KK159101.

SESA-KRAFT, INC. ©

Nut-like flavor, fabulous; Sesame chips. Net wt. 3 lbs. © 20Apr61; KK158913.

Sesame chips. Net weight 7 ozs. © 7Feb61; KK157988.

SEVEN-UP CO. ©

Daisy, Daisy not-so-crazy, she brought along the fresh, clean taste. (In Life, Apr. 7, 1961, p.67) Appl. author: J. Walter Thompson Co. © 4Apr61; KK158568.

Do yourself a flavor, make a Seven-Up float. Seven-Up and ice cream. (In The Saturday evening post, June 3, 1961, p.8-9) Appl. author: J. Walter Thompson Co. © 29May61; KK159614.

Getting up in the world? Keep going with this quick, refreshing lift. (In The Saturday evening post, Feb. 11, 1961, p.2) Appl. author: J. Walter Thompson Co. © 7Feb61; KK157708.

Play your cards right, bring out the real thirst-quencher. (In Look, Jan. 3, 1961, p.3 of cover) Appl. author: J. Walter Thompson Co. © 20Dec60; KK156627.

Right now your grocer is featuring 7-Up with festive foods. Stroganoff on the half-shell & 6 other foods. (In Life, Feb. 3, 1961, p.48-49) Appl. author: J. Walter Thompson Co. © 1Feb61; KK156625.

When problems begin to pile up, brace yourself with this quick, refreshing lift. (In Life, Mar. 3, 1961, p.98) Appl. author: J. Walter Thompson Co. © 28Feb61; KK157707.

Whenever there's happy-girl talk, it's time for the real thirst-quencher. (In Better homes and gardens, May 1961, p.31) Appl. author: J. Walter Thompson Co. © 20Apr61; KK158570.

SEXTON (JOHN) & CO. ©

Serve it hot, or serve it cold, Sexton tea is qualitea. (In Institutions magazine, Apr. 1961, p.63) Appl. author: Jean Grimm. © 24Mar61; KK157906.

SHAKESPEARE CO. ©

America's no.1 fishing tackle; now, bait cast monofilament. Mono-Spool casting reels. No.1934. (In Sports afield, Jan. 1961, p.3) Appl. author: Tom Bubin. © 25Dec60; KK158044.

Big ones won't get away with fish saving, level wind and micro drag. Push-button Wondercast, no.1797; Wonderod. Endorsed by Marinus DeJong. (In Sport, Jan. 1961, p.4) Appl. author: Tom Bubin. © 1Dec60; KK158046.

For Christmas nice to give, more fun to get; fine fishing tackle since 1897. Push-button Wondercast & 5 other items. (In Esquire, Dec. 1960, p.294) Appl. author: Tom Bubin. © 16Nov60 (in notice: 1959); KK158045.

Omni-action, all-purpose Wonderod. No.P1596 & 3 other fishing rods. (In Field & stream, Jan. 1961, p.2 of cover) Appl. author: Tom Bubin. © 24Dec60 (in notice: 1959); KK158043.

SHARADAY CO. ©

You haven't been forgotten. © 7Mar61; KK157573.

SHAW, EGERTON. ©

Old style free market; no charge, park & sell anything of value you don't need. (In St. Petersburg times, Jan. 5, 1961, p.8-C) © 5Jan61; KK156556.

SHEAFFER (W. A.) PEN CO. ©

Give her the lady-like pen that never goes near an ink bottle; Lady Sheaffer. (In Esquire, Nov. 1960, p.50) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Oct60; KK156504.

Give him the bold new pen designed exclusively for men; PFM. (In Esquire, Nov. 1960, p.51) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Oct60; KK156505.

How to play Santa for $8.75. Give the year's newest quality fountain pen. Target pen. (In Esquire, Dec. 1960, p.312) Appl. author: Batten Barton Durstine & Osborn, Inc. © 15Nov60; KK158277.

How to play Santa for $15.00. Give him Sheaffer's new PFM, pen for men. (In Esquire, Dec. 1960, p.313) Appl. author: Batten Barton Durstine & Osborn, Inc. © Sheaffer's, accepted alternative designation of W. A. Sheaffer Pen Co.; 15Nov60; KK158273.

How to play Santa for $5.00. Give the fountain pen that never goes near an ink bottle. (In Esquire, Dec. 1960, p.312) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer, accepted alternative designation of W. A. Sheaffer Pen Co.; 15Nov60; KK158276.

How to play Santa for $10.00. Give her Lady Sheaffer, a jewel of a pen. (In Esquire, Dec. 1960, p.313) Appl. author: Batten Barton Durstine & Osborn, Inc. © Sheaffer's, accepted alternative designation of W. A. Sheaffer Pen Co.; 15Nov60; KK158274.

A personal letter isn't really personal unless it's written with a fountain pen [writes] Lucius Beebe. PFM, pen for men. (In Time, Sept. 19, 1960, p.53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer, accepted alternative designation of W. A. Sheaffer Pen Co.; 14Sep60; KK158275.

SHEAFFER'S. SEE Sheaffer (W. A.) Pen Co.

SHELL OIL CO. ©

The beginning of the end of number please. General Telephone & Electronics Corporation. (In Business week, Dec. 31, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 30Dec60; KK156298.

Cushioned ride for tender travelers. Pacific Pulp Molding Company. (In Business week, Dec. 3, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 2Dec60; KK157580.

How a scallop shell became a world-famous trademark. (In Saturday review, May 13, 1961, p.38-39) © 9May61; KK159461.

What made hotboxes old-fashioned? Timken Roller Bearing Company. (In Business week, Nov. 5, 1960, p.3 of cover). Appl. author: J. Walter Thompson Co. © 4Nov60; KK156276.

Why did the bird die? [Picture of boy looking at dead bird] (In Time, Apr. 14, 1961, p.50-51) © 11Apr61; KK159731.

Why is a pebble smooth? [Picture of boy examining pebbles] (In Time, May 19, 1961, p.2-3) © 16May61; KK159730.

SHERRY, ALLAN. ©

Extra 1235 east. This recording is dedicated to the memory of steam railroading. © 12Apr60; KK156155.

SHOW-HOUSE.

Best in the House; centers of attraction. Flexalum & other products. 95. (In Good housekeeping, May 1961, p.34-35) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 18Apr61; KK158516.

Best in the House; the clean, clean story. Formica & others. No.92. (In Good housekeeping, Mar. 1961, p.44-45) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 18Feb61; KK157576.

Especially recommended. Bruce hard wood floors for lasting style and beauty & others. 96. (In House beautiful, June 1961, p.24-25) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Mar61; KK158966.

Especially recommended. Bruce-PlyWelsh & others. No.94. (In House beautiful, Apr. 1961, p.26-27) © Show-House, a copartnership composed of Jule R. Sternberg & Charles H. Albin; 20Mar61; KK158053.

These six best designed homes in America use these best made in America products. Flexalum aluminum patio awnings & others. No.91. (In Life, Feb. 3, 1961, p.54-55) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 31Jan61; KK157068.

SHULTON, INC. ©

If she's afraid of dyes and fed up with rinses sell her Tecnique. Natural color. Lasting color. Conditioning color. (In Chain store age, Feb. 1961, p.44) Appl. author: Benton & Bowles, Inc. © 7Feb61; KK159479.

If you're afraid of dyes and fed up with rinses get Tecnique. Tecnique color-tone. (In Harpers bazaar, Mar. 1961, p.53) Appl. author: Benton & Bowles, Inc. © 1Mar61; KK159482.

Instead of just shampoo and set, sell her Tecnique and set. (In American hairdresser, Mar. 1961, p.38-39) Appl. author: Benton & Bowles, Inc. © 20Feb61; KK159473.

SHWAYDER BROS., INC. LUGGAGE DIVISION. ©

New Samsonite Silhouette, the light-weight jet-age luggage. Ladies' o'nite, wardrobe & beauty case. (In Seventeen, Oct. 1959, p.29) Appl. author: Grey Advertising, Inc. © 1Oct59; KK156548.

SICKS' RANIER BREWING CO. ©

A good pretzel has a lot of salt, a good beer has just a little. Ranier. (In The Seattle times, Mar. 15, 1961, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 15Mar61; KK159027.

SICKS' RANIER BREWING CO.-Con.

Have you heard about our unusual bouquet? (In The Seattle times, Apr. 19, 1961, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 19Apr61; KK159638.

It's amazing how delicious some malt, a little corn ... can taste when they're mixed together by Rainier's old-world brewmaster. (In The Aberdeen daily world, Apr. 13, 1961, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 13Apr61; KK159637.

Our most important ingredient. Ranier. (In Seattle post intelligencer, Mar. 30, 1961, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar61; KK159019.

There's a hard-boiled egg in our beer. (In The Daily Missoulian, Missoula, Mont., Mar. 30, 1961, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar61; KK159635.

There's a hard-boiled egg in our beer. (In The Saturday evening post, Apr. 15, 1961, p.84) Appl. author: Doyle Dane Bernbach, Inc. © 11Apr61; KK159636.

SIGNODE STEEL STRAPPING CO. PASLODE CO. DIVISION.

Paslode fastening and stapling equipment. Catalog no.11. 11th ed. © Paslode Co. Division, Signode Steel Strapping Co. (in notice: Paslode Co.); 11Apr61; KK159195.

SIMMONS CO. ©

Beautyrest comfort around the clock. Twin studio couch and five other convertibles. (In Saturday evening post, Mar. 11, 1961, p.62-63) Appl. author: McCann-Erickson, Inc. © 28Feb61; KK159670.

Come see Simmons fashion show of Hide-A-Bed sofas, today's most magnificently beautiful convertibles. Mayfair and three other sofas. (In House beautiful, May 1961) Appl. author: McCann-Erickson, Inc. © 20Apr61; KK159671.

Give your first home Simmons style, Simmons comfort; only Hide-A-Bed is a fashionable sofa, with real sleeping comfort. (In Modern bride, spring 1960, p.36-37) Appl. author: Young & Rubicam, Inc. © 15Jan60; KK158876.

It's the beautiful Hide-A-Bed only by Simmons. Mad for modern? Contemporary? Traditional? You can have your style and sleep comfortably too. (In McCall's, Mar. 1961) Appl. author: McCann-Erickson, Inc. © 17Feb61; KK159672.

New from Simmons, quilted Beautyrest. Mattress. (In Life, Mar. 21, 1960, p.56-57) Appl. author: Young & Rubicam, Inc. © 17Mar60; KK158867.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Kim Novak rests. Mattress. (In Life, June 6, 1960, p.116) Appl. author: Young & Rubicam, Inc. © 2Jun60; KK158871.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Mattress. [Basset hound lying on mattress] (In Look, Feb. 28, 1961, p.49) Appl. author: Young & Rubicam, Inc. © 14Feb61; KK158882.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Mattress. [Housewife, arms outstretched, lying on bed] (In McCall's, May 1960, p.9) Appl. author: Young & Rubicam, Inc. © 21Apr60; KK158875.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Mattress. [Mover carrying crate, looking at helper lying on bed] (In The Saturday evening post, Sept. 17, 1960, p.69) Appl. author: Young & Rubicam, Inc. © 13Sep60; KK158873.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Mattress. [Woman lying on bed; children playin snow outside window] (In McCall's, Feb. 1960, p.25) Appl. author: Young & Rubicam, Inc. © 21Jan60; KK158869.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Mattress. [Woman lying on bed in stateroom] (In McCall's, Apr. 1960, p.177) Appl. author: Young & Rubicam, Inc. © 21Mar60; KK158870.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Mattress. [Woman lying on bed in unfinished painted room] (In McCall's, Mar. 1960, p.221) Appl. author: Young & Rubicam, Inc. © 21Feb60; KK158868.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Mattress. [Woman shopper lying on bed] (In McCall's, Nov. 1960, p.36) Appl. author: Young & Rubicam, Inc. © 21Oct60; KK158874.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Mattress. [Woman standing in doorway of motel looking at sleeping man on bed] (In Life, July 25, 1960, p.33) Appl. author: Young & Rubicam, Inc. © 21Jul60; KK158872.

SIMPLICITY PATTERN CO., INC. ©

Everywoman's family circle features separates to sew with Simplicity. 3879. (Poster) © 1Mar61; KK157795.

Fashion at your fingertips with Simplicity. © 19May61; KK159054.

Modern miss fashion recipes, spring 1961. 3828 & other styles. © 15Jan61; KK157791.

New look of separates, shower of stripes. 3879; 3880; 3862. (Poster) © 1Feb61; KK157115.

Printed patterns. 3844; 3860. (Chain store poster) © 1Jan61; KK157506.

Printed patterns. 3862; 3893. (Chain store poster) © 1Feb61; KK157112.

Printed patterns. 3920; 3939. (Chain store poster) © 1Mar61; KK157792.

Printed patterns. 3964; 3980. (Chain store poster) © 1Apr61; KK158348.

Printed patterns. 4015; 4013. (Chain store poster) © 1May61; KK159202.

The proportioned shirtdress. 3870. (Poster) © 1Feb61; KK157114.

Shower of stripes. 3876. (Poster) © 1Feb61; KK157113.

Simplicity; 1 yard each, simple-to-make, no.3963. (Blouse poster) © 1May61; KK159203.

Simplicity. 3918; 3943. (Poster) © 1Mar61; KK157793.

Simplicity. 3940; 3907; 3911; 3945. (Poster) © 1Mar61; KK157794.

Simplicity. 3968; 3937; 3936; 3960. (Poster) © 1Apr61; KK158351.

Simplicity. 3978. (Poster) © 1Apr61; KK158349.

Simplicity, simple-to-make. 4000. (Poster) © 1May61; KK159204.

Simplicity, simple-to-make. 4014. (Poster) © 1May61; KK159205.

Simplicity, the fashion magazine for women who sew. Summer 1961: a change of pace. 3961. (Poster) © 1Apr61; KK158350.

Simplicity, the fashion magazine for women who sew. 3825. (Spring 1961 poster) © 1Jan61; KK157508.

Spring costume elegance in tulip time colors. 3825. (Poster) © 1Jan61; KK157507.

Wonderful, the suit & ensemble in tulip time colors. 3826; 3850; 3842; 3836. (Poster) © 1Jan61; KK157509.

SLIDEGIDE CO. ©

New, direct reading money converters; Univert. (In Asta travel news, Dec. 1960, p.87) Appl. author: Peer E. Wedvick. © 30Dec60; KK156688.

SMETHPORT SPECIALTY CO. ©

Magnetic silhouette set; draw animals, birds, people, objects and designs with magnetic powder. Model 64. © 14Mar61; KK157606.

Pocket pal magnetic drawing set. Phunny Phil & 7 other sets. © 13Mar61; KK157605.

SMIRNOFF (STE. PIERRE) FLS.

It's the most exciting fashion change in liquor history, says Suzy Parker. Vodka martini and 3 others. (In Life, May 26, 1961, p.3 of cover) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff Fls., division of Heublein; 24May61; KK159491.

Looks, tastes, is the lightest of all liquors: it leaves you breathless; Smirnoff vodka. (In Life, Apr. 7, 1961, p.75) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Heublein, Inc. (in notice: Ste. Pierre Smirnoff Fls., div. of Heublein); 5Apr61; KK158235.

Screwdriver; it changed the drinking habits of America. Vodka. (In Daily news, Mar. 3, 1961, p.52) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Heublein, Inc. (in notice: Ste. Pierre Smirnoff Fls., division of Heublein); 3Mar61; KK158048.

Smirnoff, moonlight and rose's; vodka. Mike Nichols & Elaine May. (In Life, May 5, 1961, p.121) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff Fls., division of Heublein; 3May61; KK158927.

Vodka collins. Vodka & tonic. How Smirnoff changed the drinking habits of America. (In Daily news, June 6, 1961, p.39) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff Fls., division of Heublein; 6Jun61; KK159490.

Vodka highball; it changed the drinking habits of America. (In Daily news, Feb. 20, 1961, p.52) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Heublein, Inc. (in notice: Ste. Pierre Smirnoff Fls., division of Heublein); 20Feb61; KK158051.

Vodka martini; it changed the drinking habits of America. (In Daily news, Feb. 14, 1961, p.43) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Heublein, Inc. (in notice: Ste. Pierre Smirnoff Fls, division of Heublein); 14Feb61; KK158052.

SMITH (A. O.) CORP. ©

The new A. O. Smith all steel Granustore for low-cost, oxygen-free sealed storage of high moisture corn and grain. Bulletin no. GR-100-A. NM: revision & additions. Appl. author: Cramer-Krasselt Co. © 25Jan61; KK158042.

SMITH (A. O.) CORP. HARVESTORE PRODUCTS DIVISION. ©
The glass-lined gold mine, a study of the net worth increase of Harvestore farmers. Bulletin MH-116. © 29Mar61; KK158024.
28 cows, 87 dollars; how Harvestore Haylage solved Henry Prange's dairy feeding problems. Bulletin MH-117. © 29Mar61; KK158025.

SMITH, RICHARD D. ©
Torero cigarettes, for men only. © 27Mar61; KK158128.

SMITH & ARMBRUSTER, INC. ©
Share the News about diapers and dollars. Guard your baby's health, get diaper service free. © 5Apr61; KK158115.

SMITTY'S PANCAKE HOUSE.
Everybody's favorite. Appl. author: J. William Smith. © Smitty's Pancake House, accepted alternative designation of Original Pancake House, Inc.; 18Oct57 (in notice: 1958); KK158738.

SNID. ©
Looking for something for the person who has nothing? Give a Snid. (In The New Yorker, Dec. 3, 1960, p.200) Appl. author: Honig-Cooper & Harrington. © 3Dec60; KK156620.

SNODGRASS, LEONARD J. SEE Bison Milling Co.

SOCOLOV, ERNEST.
Key-Cue. © Ernest Socolov & Birger Roos; 6Dec60; KK156162.

SOHIO. SEE Standard Oil Co. (Ohio)

SONJAY MILLS, INC. ©
2 piece panty petti-mates matching set. © 14Dec60; KK156565.

SOROBAN ENGINEERING, INC. ©
Reader catalogue. Quality data processing devices & systems. Appl. author: Charles F. West. © 12Dec60; KK157074.

SPACE TOYS, INC. ©
Buy and fly the entire glide-rocket fleet. Inflatable toys. USAF Falcon missile & 7 other missiles & rockets. Appl. author: Jerome H. Lemelson. NM: new matter. © 27Dec58; KK156049.

SPE-DE-WAY PRODUCTS CO., INC. ©
Wood Kote marine finish; clear. 1 gallon. Appl. author: Walter N. Sommer. © 27Mar61; KK158544.

SPEER PRODUCTS CO. ©
Plinkers. .30 caliber. No.3085, 100. © 2Mar61; KK157743.

SPENCE ENGINEERING CO., INC. ©
Direct acting temperature regulators; type T2 temperature regulators. (Form 1013) © 26Aug60; KK156844.
Maximum capacities for type T2 direct operated temperature regulators. (Form S.E.M.-12) © 30Aug60; KK156845.
Parts price list, type D, D2 and W pressure reducing valves. Effective Aug. 1, 1959. (Form S.P.P.-55) © 2May60; KK156841.
Price list, air controlled temperature and pressure pilots. Effective Jan. 27, 1960. (Form no.S.P.L.-4) © 30Aug60; KK156842.
Price list, solenoid pilots. Effective Aug. 15, 1959. (Form no.S.P.L.-5) © 30Aug60; KK156843.

SPERRY RAND CORP. ©
This is how the Remington Noiseless sounds. (In Life international, Jan. 30, 1961, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 9Jan61; KK156470.

SPIC & SPAN, INC. ©
City-side expansion sale; any and all coats, suits. Enjoy these money saving laundry values. (In The Milwaukee journal, Sept. 26, 1960, p.10) © 26Sep60; KK156076.
Early bird sale. (In The Milwaukee journal, Feb. 20, 1961, p.6) © 13Feb61; KK158304.
59th anniversary sale. (In The Milwaukee journal, Jan. 16, 1961, p.6) © 16Jan61; KK158303.
Join the big swing to Spic and Span quality and savings. (In The Milwaukee journal, Apr. 3, 1961, p.6) © 3Apr61; KK158302.

SPIRATONE, INC. ©
Telephoto and Wideangle lenses. Silver screen slide tray case & other items. (In Popular photography, Jan. 1961, p.151) Appl. author: S. Franklin Spira. © 1Dec60; KK156164.

SPIRIT OF KENTUCKY DISTILLERS CO. ©
Spirit of Kentucky. Kentucky straight bourbon whiskey. © 30Mar61; KK159605.

SPORTS INDUSTRIES. ©
Minni-Burro; fishermen, rock hounds, clam diggers, drift wood collectors, here's your off-the-highway vehicle. Motor-Burro for modern transportation off the highway, trail or no trail. Appl. author: William M. Gail. © 4Feb61; KK156733.

SPOT-ALL MANUFACTURING CO.
Spot-all, a stain remover designed for the steam gun. Net contents 4 fluid ounces. © Ralph Milholland d.b.a. Spot-All Manufacturing Co.; 18Apr61; KK159501.

SPRUANCE, BENTON.
Karp. SEE Artists Equity Assn., Inc. Philadelphia Chapter.

SQUIRE SHOP.
The Squire Shop. © Edmund Karnofsky d.b.a. Squire Shop; 14Nov59; KK158598.

SQUIRT CO. ©
Profit picture for bottlers. Question: How has Squirt continued to outstrip industry growth for 9 straight years?. (In Bottling industry, Jan. 24, 1961, p.12) © 24Jan61; KK157319.
Squirt's happy holiday guide to instant drink-mixing. Squigin & 5 other drinks. (In Bottling industry, Nov. 29, 1960, p.45) © 29Nov60; KK156137.

STABILINE AUTOMATIC VOLTAGE REGULATOR.
What these people say can save you money. SEE Superior Electric Co.

STANDARD EQUIPMENT CO.
Industrial equipment from one dependable source. Industrial wire partitions no.2600 & other equipment. (Catalog MM) © Standard Equipment Co., division of American Pressed Steel Corp.; 15Sep60; KK156020.

STANDARD OIL, AMERICAN OIL CO. SEE Standard Oil Co. (Indiana)

STANDARD OIL CO. (INDIANA)
The big step at Standard dealers; American super-premium, American regular. (In Chicago daily tribune, June 6, 1961, pt.2, p.1) © Standard Oil (Indiana) division of American Oil Co.; 6Jun61; KK159759.
The big step to serve you better: Standard American. As you travel America-wide, stop at these two famous symbols for great new American gasolines. (In Chicago daily tribune, May 31, 1961, pt.1, p.24) © Standard Oil (Indiana) division of American Oil Co.; 31May61; KK159762.
The big step to serve you better; your Standard Oil Dealer joins with 29,000 dealers of American Oil Company to bring you ... American super-premium ... American regular. (In Chicato daily tribune, May 23, 1961, pt.3, p.18) © Standard Oil (Indiana) division of American Oil Co.; 23May61; KK159760.
For higher yields and greater profits, n-rich your soil with quality anhydrous ammonia from American Oil. (In Prairie farmer, Mar. 18, 1961, p.7) © Standard Oil Co. (Indiana), division of American Oil Co. (in notice: Standard Oil, division of American Oil Co.); 18Mar61; KK158076.
My advice, sir, get De-Icer, Standard gasolines. A ga-duck and stalled motorist. © Standard Oil, division of American Oil Co.; 1Feb61; KK158320.
My advice, sir, get De-Icer, Standard gasolines. (Icicle) © Standard Oil, division of American Oil Co.; 1Feb61; KK158322.

STANDARD OIL CO. (OHIO)
Boron cleans your carburetor while you drive, and keeps it clean. Top view of 3 cars. (In Cleveland plain dealer, May 4, 1961, p.14) Appl. author: McCann-Marschalk Co., Inc. © Sohio, accepted alternative designation of Standard Oil Co. (Ohio); 4May61; KK158981.

STANDARD TOOL & MANUFACTURING CO. ©
Cam-operated indexing units, model ST-A9AB. Bulletin no.26. Appl. author: Lyman K. Shepard. © 1May61; KK159126.
MSO, multiple secondary operations. This new Standard 2nd operation machine provides a new concept for cost saving automatic production methods. Appl. author: Lyman K. Shepard. © 1May61; KK159121.

STANLEY HOME PRODUCTS, INC. ©
The fun way to get wonderful gifts. Enjoy better living through Stanley hostess parties. (In Good housekeeping, June 1961, p.133) © 22May61; KK159822.
Love a dry mop? Well almost, the Fiesta wool mop is different. Hostess parties. Stanhome. (In Ladies' home journal, Feb. 1961, p.104) © 27Jan61; KK156911.
This book can save you hours each week: How to clean everything, by Alma Chesnut Moore. Hostess parties. Stanhome. (In Ladies' home journal, Feb. 1961, p.105) © 27Jan61; KK156912.

STARK, WETZEL & CO., INC. ©
Something new, exciting, wonderful from Stark & Wetzel; menu magic with eggs. Quick frozen, ready to grill omelettes. (In Institutions magazine, Mar. 1961, p.78) © 28Feb61; KK158484.

STAR-KIST FOODS, INC. ©
Captain's cobbler. Easy to fix with Star-Kist tuna, the real good meat from the sea. (In Life, Sept. 26, 1960, p.46) Appl. author: Leo Burnett Co., Inc. © 26Sep60; KK156348.
Captain's table quality, Star-Kist chunk light tuna. (In Ladies' home journal, Mar. 1959, p.162) Appl. author: Leo Burnett Co., Inc. © 27Feb59; KK157126.
Enter the Star-Kist tuna $1,000-a-day sweepstakes. Chunk light tuna. (In Life, Feb. 24, 1961, p.37) Appl. author: Leo Burnett Co., Inc. © 23Feb61; KK157240.

STAR-KIST FOODS, INC.-Con.

Fisherman's pot luck; easy to fix with Star-Kist tuna, the real good meat from the sea. (In Life, Mar. 3. 1961, p.51) Appl. author: Leo Burnette Co., Inc. © 2Mar61; KK157351.

1 can free when you mail 3 labels to Star-Kist. Chunk light tuna. (In Chicago tribune, Jan. 20, 1961, pt.3, p.5) Appl. author: Leo Burnett Co., Inc. © 20Jan61; KK157322.

Tuna, the real good meat from the sea. Star-Kist Christmas doll offer. (In The Saturday evening post, Oct. 17, 1959, p.153) Appl. author: Leo Burnett Co., Inc. © 17Oct59; KK156349.

STARR, ASHBY. SEE Starr (Ashby) Co.

STARR (ASHBY) CO.

A great idea you'll praise galore, why didn't someone do this before. (Gift mailing box for 1961 rotating wall calendar) Appl. author: Douglas Kennedy. © Ashby Starr (Ashby Starr Co.); 17Dec60; KK156158.

STEELCOTE MANUFACTURING CO. ©

Ply-Tex Vi-Crylic house paint. VYC-3 antique green & other colors. © 18Sep60; KK157332.

Tilex, epoxy base; tile cleanliness, tile resistance at 1/3rd tile cost. © 11Jul60; KK156183.

STEELE (R. C.) CO. ©

Safari crates, specially designed for the safety and comfort of dogs and other small animals. 904 & 3 other crates. © 9Jan61; KK157130.

Safari crates, specially designed for the safety and comfort of dogs and other small animals. 904 & 3 other crates. © Robert C. Steele t.a. R. C. Steele Co.; 9Jan61; KK157174.

STEELE, ROBERT C. SEE Steele (R. C.) Co.

STEIN, LEONARD.

Nothing persuades like the fragrance impulse. SEE Givaudan-Delawanna, Inc.

What is the fragrance impulse? SEE Givaudan-Delawanna, Inc.

STEPPER, INC. ©

Now, deliver a completely packaged paper every day at less cost than your present expense for tying & wrapping; Paper-Boy automatic packaging machine. Model 150. Appl. author: Robert C. Hanger. © 16Jan61; KK156586.

STEWART. SEE Stewart Jewelry Co.

STEWART JEWELRY CO.

The golden pledge bracelet. © Stewart, accepted alternative designation of Stewart Jewelry Co.; 8Nov60; KK156662.

STILLER, WILLIAM B. ©

QuiKoin copy layout suggestions. © 5Jan61; KK157077.

QuiKoin squeeze type coin holder. No.2000 standard oval & other types. © 5Jan61; KK157079.

STOKES CANNING CO. ©

Chile of the sea, tuna-chile with beans. Contents 15 1/2 ozs. avoir. © 10May61; KK159002.

Six large tamales with sauce. Contents 15 ozs. avoir. © 23Aug60; KK157165.

STOUFFER CORP. ©

Ten million compliments to the cook. (In The Saturday evening post, Nov. 14, 1959, p.123) Appl. author: J. Walter Thompson Co. © 14Nov59; KK158305.

STROHMEYER & ARPE CO. ©

Marie Elizabeth, no skin, no bones, no fishy taste; Portuguese sardines in pure olive oil. © 5Jan61; KK157234.

Re Umberto, the olive oil with character, genuine imported. © 23Jan61; KK156928.

STUDEBAKER-PACKARD CORP. ©

Performability, a new kind of performance, so responsive you have to drive the Lark to believe it. (In The Saturday evening post, Oct. 29, 1960, p.58) Appl. author: Thomas Carpenter. © 29Oct60; KK157158.

STURGIS POSTURE CHAIR CO. ©

All-purpose fiber glass chairs. Price list and quantity discount schedule. Apr. 15, 1961. Appl. author: John Louis Mann. © 15Apr61; KK158515.

STYSON. SEE Styson Art Products Co.

STYSON ART PRODUCTS CO.

Flora-pics hostess cocktail picks. Appl. author: Joseph B. Stier. © Styson, accepted alternative designation of Styson Art Products Co.; 1Nov60; KK159350.

Now at lower prices, our popular flower picks, Flora-Pics for hors d'oeuvres, snacks, fruit. No.P100; P116. Appl. author: Joseph B. Stier. © Styson, accepted alternative designation of Styson Art Products Co.; 1Nov60; KK158858.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC. ©

The high cost of goofing. In today's savagely competitive economy ... it is almost impossible for an advertiser to make a small mistake. (In The New York times, Apr. 4, 1961, p.38) © 4Apr61; KK158337.

SUN ELECTRIC CORP. ©

When your engine's sick, rely on the man back of this sign; he delivers testwork, not guesswork. (In Popular mechanics magazine, Nov. 1960, p.235) Appl. author: Hanson & Stevens, Inc. © 29Oct60; KK156803.

SUNBEAM CORP. ©

All new with more power. Deluxe Sunbeam Mixmaster hand mixer. (In Look, Dec. 20, 1960, p.4) © 6Dec60; KK159562.

The best electric appliances made. Deluxe Sunbeam automatic Mixmaster mixer and 4 others. (In Saturday evening post, Dec. 3, 1960, p.2) © 29Nov60; KK159560.

The best electric appliances made: Deluxe Sunbeam automatic Mixmaster mixer. Deluxe Sunbeam automatic Mixmaster hand mixer with more power. (In Look, Sept. 27, 1960, p.2) © 13Sep60; KK159551.

The best electric appliances made. Sunbeam automatic electric frypan with controlled even heat, and 4 others. (In Look, Dec. 6, 1960, p.19) © 22Nov60; KK159559.

The best electric appliances made. Sunbeam automatic electric frypan with controlled even heat. (In Look, Aug. 30, 1960, p.2) © 16Aug60; KK159547.

The best electric appliances made. Sunbeam automatic percolator and toaster and 4 others. (In Life, Nov. 28, 1960, p.39) © 24Nov60, KK159561.

The best steam or dry iron made. Sunbeam steam or dry iron. (In Look, Aug. 2, 1960, p.4) © 19Jul60; KK159546.

Choose your hair style. Lady Sunbeam deluxe controlled heat hair dryer. (In Good housekeeping, Oct. 1960, p.11) © 20Sep60; KK159552.

Compact shape to keep you lovely and dainty. Lady Sunbeam Shavemaster shaver. (In True story, Oct. 1960, p.4) © 6Sep60; KK159550.

For gracious living, for holiday giving, Sunbeam quality that lasts and lasts. Automatic Mixmaster mixer and 3 others. (In Good housekeeping, Nov. 1960, p.10) © 20Oct60; KK159556.

For gracious living, for holiday giving, Sunbeam sparkling beauty, enduring quality. Automatic Mixmaster mixer and 3 others. (In Good housekeeping, Dec. 1960, p.10) © 22Nov60; KK159558.

Most powerful all-purpose cleaner. New Sunbeam dual deluxe vacuum cleaner. (In Ladies home journal, Oct. 1960, p.37) © 29Sep60; KK159554.

New Sunbeam exclusive; 11 degree angle scissor-like shaving action. Rollmaster electric shaver. (In Esquire, Sept. 1960, p.159) © 18Aug60; KK159549.

Now, real coffee faster than instant. All new Sunbeam completely automatic deluxe percolator. (In Look, Nov. 22, 1960, p.4) © 8Nov60, KK159557.

Queen size faster, closer, gentler feminine grooming. New Elegance Lady Sunbeam electric shaver. (In Good housekeeping, Oct. 1960, p.10) © 20Sep60; KK159553.

Queen size to do a delicate job quickly. Elegance Lady Sunbeam electric shaver. (In McCall's, Sept. 1960, p.58) © 21Aug60; KK159548.

Sunbeam automatic electric removable heat control appliances. One control fits all four appliances. (In Look, Oct. 25, 1960, p.4) © 11Oct60; KK159555.

SUPERIOR ELECTRIC CO. ©

Bifilar and four-lead Slo-Syn synchronous motors. Data sheet no.2. SE-L2612. © 17Mar61; KK157940.

The caravan of home lighting ideas. Luxtrol light controls. SE-A116025. © 10Dec60; KK156887.

Double assembly, Superior 5-Way binding posts. SE-L1614. © 10Mar61; KK157601.

Flexiformer packaged transformer primary. Type TP1000. SE-L126036. © 13Mar61; KK157602.

Flexiformer packaged transformer primary. Type TP1000. SE-L36153. © 9May61; KK158945.

Fluted nut, Superior 5-Way binding posts. SE-L1611. © 31Mar61; KK157603.

For larger KVA requirements the new EMS series, electro mechanical transistorized. Stabilene automatic voltage regulators. Bulletin S461EMS. SE-L36157. © 7Jun61; KK159572.

For larger KVA requirements, the new EMS series; Stabiline automatic voltage regulators. Bulletin S461EMS. SE-L36111. © 17Mar61; KK157938.

Forward in '61. SE-L3618. © 13Mar61; KK157604.

Home lighting with Luxtrol light controls. SE-L116014. © 2Mar61; KK157361.

How to decorate with light. SE-A116027. © 10Dec60; KK156888.

Luxtrol light control, free portable display. SE-L12607. © 3Jan61 (in notice: 1960); KK157333.

Micro-Ohm rheostats 310 series. SE-L96014. © 7Mar61; KK157541.

Militarized Stabiline automatic voltage regulators; IE, instantaneous electronic, series. SE-L2614. © 17Mar61; KK157937.

New, all metal grounding type, Superior 5-Way binding posts. Type GP30NC. SE-L1613. © 10Mar61; KK157600.

New all metal, grounding type, Superior 5-Way binding posts, type GP30NC. SE-L36150. © 17May61; KK159304.

New bifilar and four-lead Slo-Syn synchronous motors. Data sheet no.2. SE-L36161. © 9May61; KK158946.

A new dimension, the EMHC series, Stabiline automatic voltage regulators for heavy duty applications. Bulletin S461EMHC. SE-L26124. © 17Mar61; KK157939.

A new dimension, the EMHC series Stabiline automatic voltage regulators for heavy duty applications. SEL-36156. (Bulletin S461EMHC) © 6Jun61; KK159830.

New double assembly, Superior 5-Way binding posts for quick, safe, accurate connections. SE-L36152. © 17May61; KK159305.

The new Exel loading reactor. Type LR2. SEL2606. © 9Feb61; KK156889.

New high current, low voltage Powerstat variable transformers, 40 volt series. Bulletin P6140. SE-L36155. © 24May61; KK159303.

New high current, low voltage Powerstat variable transformers, 40 volt series. Type 10B-40, 21-40, 116U-40. Bulletin P6140. SE-L3617. © 17Mar61; KK157945.

New militarized Stabiline automatic voltage regulators; IE series. SE-L36158. © 24May61; KK159831.

Now available, motor driven 116-216, 117-217, 126-226 series Powerstat variable transformers. SE-L6115. © 17Mar61; KK157936.

Powerstat decade line corrector. SE-L126011. © 15Feb61; KK157538.

Powerstat variable transformers, the new 21 series. Bulletin P6121. SE-L1617. © 20Mar61; KK157942.

Pulse-to-step, Slo-Syn translator, type ST-150. Bulletin SS361. © 11May61; KK159001.

Pulse-to-step Slo-Syn translator. Type ST-150. Bulletin SS361. SE-L26113. © 20Mar61; KK157943.

Slo-Syn Synchronous motor. Type X1000. SE-L26116. © 20Mar61; KK157941.

Slo-Syn synchronous motor. Type X1000. SE-L36160. © 5May61; KK158944.

Stabiline automatic voltage regulators, the new EMK series. SE-L126013. © 3Mar61; KK157540.

Stabiline type EM4108MCR. SE-L2615. © 17Mar61; KK157935.

Stabiline type EM4108MCR automatic voltage regulator. SE-L36159. © 24May61; KK159829.

Statrol magnetic amplifiers. SE-L36163. (Bulletin MA261) © 19Jun61; KK159832.

Statrol magnetic amplifiers. Types 103PM & 106PM, 110PM &115PM. Bulletin MA261. SE-L2617. © 17Mar61; KK157944.

What these people say can save you money. Why? Because voltage is now controlled by a Stabiline automatic voltage regulator. SE-L116010. © 6Mar61; KK157539.

SUPERIOR PLASTICS, INC. ©

The listening ear, complete human model kit. 3200:200. (How we live, no.2 in a series) © 17Apr61; KK158916.

The seeing eye, complete human model kit. 3100:200. (How we live, no.1 in a series) © 17Apr61; KK158915.

SUPREME BAKERS DIVISION, UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America. Supreme Bakers Division.

SURE MUSIC & RECORD CO., INC. ©

By the best of the Mummers. © 15Nov60; KK158293.

SURGICAL DEVICES. ©

Disposable, air vented, Stomaplast bag. Appl. author: Thomas R. Baxter. © 17Sep60; KK156949.

SWEENEY, E. BAXTER, JR. ©

Outrank. 48 cards, each of different rank, in eight colors. © 13Mar61; KK158247.

SWIFT & CO. ©

The new kind of margarine that's more than 75% unsaturated vegetable oil; Award. (In The Boston globe, Apr. 19, 1961, p.33) © 19Apr61; KK158658.

New, Swift's Premium pure pork sausage. (In The Kansas City times, Feb. 24, 1961, p.18) © 24Feb61; KK157737.

New, Swift's Premium pure pork sausage. Old fashioned links. (In The Cleveland press and news, Feb. 1, 1961, p.9-C) © 1Feb61; KK156729.

SWIFT OHIO CORP. ©

Advanced production control by Swift Ohio. No.425 upright heavy duty drill; Quik-set positioning Blox. Appl. author: Central Advertising Agency, Inc. © 27Apr61; KK158942.

SWINGLINE, INC. ©

Don't be half safe, be completely safe; use automatic safety proven Swingline Speedway file fasteners. No.27 desk stapler; no.4 Speedpoint staples. © 17Feb61; KK156868.

SYNTEX LABORATORIES, INC. ©

The steroids: what they are and what they do. 9. Physiological interrelations. Syntex steroid medicine. (In Medical tribune, Jan. 23, 1961, p.5) © 23Jan61; KK156633.

The steroids: what they are and what they do. 10. Diagnostic procedures and assay values. Syntex, steroid medicine. (In Medical tribune, Feb. 13, 1961, p.5) © 13Feb61; KK156986.

The steroids: what they are and what they do. 11. Diagnosis and treatment of adrenal cortical disturbances. Syntex steroid medicine. (In J.A.M.A., Mar. 4, 1961, p.6-7) © 4Mar61; KK157432.

The steroids: what they are and what they do. 12. The biologic reaction to stress. Syntex steroid medicine. (In Medical news, Mar. 24, 1961, p.24) © 24Mar61; KK157744.

The steroids: what they are and what they do. 14. Steroid therapy in gynecology, pt.2. (In Medical news, May 19, 1961, p.24) © 19May61; KK159124.

T

TADC. SEE American Distilling Co.

TCKC. SEE Chun King Corp.

T.C.S.K., INC. SEE Twin Cantors Silver Kettle, Inc.

T.I. SEE Tires, Inc.

TJM. SEE Mahon (Thomas J.) Inc.

T.P. CO. SEE Tropical Paint Co.

T.P.C. SEE Pillsbury Co.

TRB CO. SEE Timken Roller Bearing Co.

TAIT MANUFACTURING CO. ©

New era in Rapidayton jet pumps. (In The Journal of plumbing, heating & air conditioning, Feb. 1961, p.10-11) © 10Feb61; KK159221.

New era in Rapidayton submersibles. (In The Journal of plumbing, heating & air conditioning, Jan. 1961, p.12-13) © 10Jan61; KK159225.

New era in Rapidayton water conditioning equipment. (In The Journal of plumbing, heating & air conditioning, May 1961, p.10-11) © 10May61; KK159229.

New era in submersible pumps. Rapidayton subs. (In The Journal of plumbing, heating & air conditioning, Mar. 1961, p.45-46) © 10Mar61 (in notice: 1960); KK159227.

Why we said no. Rapidayton Champion jet pumps. (In The Journal of plumbing, heating & air conditioning, Apr. 1961, p.36-37) © 10Apr61; KK159222.

TALISMAN, MARK. SEE Avant Gardes.

TALMAN FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. ©

Meet Talman, your neighbor; world's largest neighborhood savings association. (In Chicago sun-times, Dec. 27, 1960, section 2, p.8-9) © 27Dec60; KK156167.

New from Talman, the B.E.P.P. credit card for people who seldom use credit. (In Chicago daily tribune, Jan. 4, 1961, pt.2, p.7) © 4Jan61 (in notice: 1960); KK156166.

TAMMAR DISTILLING CO.

Zaroff. Vodka. © American Distilling Co. d.b.a. Tammer Distilling Co.; 31Aug60; KK159420.

TAR (JACK) CONTINENTAL CHOCOLATE SHOP.

A Jack Tar Hotel Continental Chocolate Shop. Net weight 1 pound. © Larissa G. Essig d.b. under the name of Jack Tar Continental Chocolate Shop; 1Dec60; KK156947.

TAYLOR (THOMAS) & SONS. ©

Gore, Gore, Gore. Gore shoes for men are seen everywhere. [4 shoe styles] (In Boot and shoe recorder, Jan. 15, 1961, p.43) Appl. author: Ralph A. Parker. © 15Jan61; KK156589.

In his father's footsteps; Shugor. Leather covered elastic-gore toplines are big sellers in men's shoes today. (In American shoemaking, Apr. 19, 1961, p.64) Appl. author: Ralph A. Parker. © 19Apr61; KK158593.

The latest Shugor fashions from Gay Paree in three heel heights. (In Boot and shoe recorder, Feb. 15, 1961, p.26) Appl. author: Ralph A. Parker. © 15Feb61; KK157646.

Smart shoes for juveniles for all occasions. (In Boot and shoe recorder, Mar. 15, 1961, p.44) Appl. author: Ralph A. Parker. © 15Mar61; KK157645.

TECHNICAL MATERIEL CORP. ©

Tone intelligence unit. Model TIS-3 (TH-39A/UGT) (Sales service bulletin, no.245) Appl. author: Ray dePasquale. © 15Jan61; KK156745.

TEEPLE, GIFFORD H., JR. SEE Nu-Kleets.

TELASCO, JOSEPH. ©

Popstix; ice pops on sticks made in your own ice cube trays. Item 350B. © 30Dec60; KK156228.

TENNANT (G. H.) CO. ©

Concrete treatment, no.22. (Bulletin no.81.111t) © 28Feb61; KK157439.

TENNANT (G. H.) CO.-Con.

New, engineered to out-perform all other floor machines of its size, Tennant K-4 industrial floor machine. Removes grease-caked dirt from floors in one operation. (Bulletin 81.5D-R 1/61) © 20Jan61; KK157438.

New, Tennant model 85 heavy duty power sweeper, the world's most advanced power sweeper. (Bulletin no.85-26) © 24Feb61; KK157441.

Self-polishing wax, no.320. (Bulletin 81.123) © 28Feb61; KK157440.

Urethane finish, no.120 for wood and concrete floors. (Bulletin no. 81.129) © 12Aug60; KK157437.

TERREX.

Your photo on stamps. © Terrex, solely owned by William W. Lesniak; 1Jan61; KK159409.

TERRY TUCK, INC. ©

Bundler, a smart new kind of robe. Style no.411 & 402. NM: revisions. © 11Jan61; KK156666.

The Terry-Muu, designed and made in California by Terry Tuck, Inc. Style no.420; with belt. © 3Jan61; KK156186.

TERRYTOONS.

Deputy Dawg, a fun and adventure game. For ages 4 to 10. 4105. By Milton Bradley Co. © Terrytoons, a division of CBS Films, Inc.; 30Dec60; KK156979.

Deputy Dawg, 3 puzzles. For ages 4 to 9. 4109. By Milton Bradley Co. © Terrytoons, a division of CBS Films, Inc.; 30Dec60; KK156981.

Deputy Dawg, 3 puzzles. For ages 4 to 9. 4109-1. By Milton Bradley Co. © Terrytoons, a division of CBS Films, Inc.; 30Dec60; KK156980.

TEXAS PHENOTHIAZINE CO. ©

Dr. Rogers' Micro-Bov, an improved treatment for use in controlling certain roundworms inhabiting the intestinal tract of cattle or calves. Net contents: 1 gallon. © 23May61; KK159242.

TEXAS YELLOW PINE. ©

Wise buyers choose Texas yellow pine, dry and mighty, SPIB grade-marked. Lumber. (In The Dallas times herald, May 21, 1961, p.D-3) Appl. author: Erle Racey & Associates. © 21May61; KK159217.

TEXBORO CABINET CORP. ©

No finer kitchen styling at any price. (In House and home, Feb. 1961, p.175) © 26Jan61; KK159276.

TEXSUN CORP. ©

Drink a bit of sun, Texsun. Pink grapefruit juice; orange juice. Appl. author: Clay Stephenson Associates, Inc. © 8Apr61; KK159041.

THOMAS, MARYBETH F.

Little Snipper surprises, 42 things to do with scissors and crayons. SEE Sssalfield Pub. Co.

THOMPSON RAMO WOOLDRIDGE, INC. ©

Electronics in flight. A 15-sheet calendar for 1961 which features contributions that the science of electronics has made to the safety of flying. First military aircraft radio, 1911, & 11 other scenes. Appl. author: Edwards & Deutsch Lithograph Co. © 2Jan61; KK156569.

3M CO. SEE Minnesota Mining & Manufacturing Co.

TIDY HOUSE PRODUCTS, PILLSBURY CO. SEE Pillsbury Co.

TIFFANY STAND CO. ©

An entirely new concept in office machine stands is behind this announcement. Model 6000 & 1177. Appl. author: Padco Advertising Co. © 10Feb61; KK157578.

New concept in office machine stands; many years of leadership. Model 6002 & other stands. Appl. author: Padco Advertising Co. © 20Feb61; KK157575.

TIGLON CO. ©

Markwell L4 staples; free repair service. © 22Mar61; KK158420.

Markwell staples; 55 sizes. Free repair service to our customers. © 22Mar61; KK158421.

TIMKEN ROLLER BEARING CO. ©

Remember when Budge had to win every set to stay alive. Frank Yates. (In D.A.C. news, May 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May61; KK158657.

Remember when Buzz Fazio had to strike out to win. Bob Wingerter. (In D.A.C. news, Feb. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb61; KK156588.

Remember when Gehringer proved he was the mechanical man. Earl McDonald. (In D.A.C. news, Mar. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar61; KK157241.

Remember when Gene Sarazen showed them he was a money player. Elmer Anderson. (In D.A.C. news, Apr. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr61; KK157994.

Remember when Tommy Milton won the one he vowed he'd win. Endorsed by Bob Williams. (In D. A. C. news, Jan. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jan61 (in notice: 1960); KK156054.

Remember when Willie Hoppe won his 51st championship at 65. Timken tapered roller bearings. (In D.A.C. news, June 1961, p.4. of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun61; KK159349.

The Winton runabout. Everything's changed but the name on the bearings. (In U.S. news & world report, May 29, 1961, p.1) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22May61; KK159073.

TINNERMAN PRODUCTS, INC. ©

Industry's universal fasteners; Speed Nut brand fasteners. Bulletin no.353-1-10M-61. Appl. author: Meldrum & Fewsmith, Inc. © 20Mar61; KK158866.

TIRE CITY CORP. SEE Korvette Tire City.

TIRES, INC. ©

At all 8 Tires, Incorporated, locations: New York, Brooklyn, Jamaica, L. I. C.-Astoria, Rockville Centre, W. Babylon, Westchester, Bergen Mall. A gigantic tire sale. (In Sunday news, New York, Mar. 12, 1961, p.140-141) © 12Mar61; KK157599.

4 blockbuster purchases, 4 block buster sales. $787,000 worth of the finest quality tires. (In Sunday news, New York, June 18, 1961, p.114-115) © 18Jun61; KK159758.

$2,500,000 tire clearance sale. Brand new, factory-fresh, top quality nationally famous brands; snow or regular at same price. (In Daily news, New York, Jan. 4, 1961, p.81) © 4Jan61; KK156132.

World's largest retailers of all famous brands announces its first sale of factory seconds in 5 years. Spectacular sale nylon seconds. (In Sunday news, New York, Jan 29, 1961, Kings section, K8-K9) © 29Jan61; KK156467.

TOBIN, WILLIAM J.

How to sell most of the people most of the time. SEE Sales Management, Inc.

TODDLER CUT-UPS. ©

Pre-cut Toddler cut-ups, ready-to-sew children's garments. © 13Feb61; KK157486.

TOPPS PRODUCTS CORP. ©

Expansion watchband; Star-line. 301. © 15Dec60; KK156086.

Lady's expansion watchband; Star-line. 303. © 15Dec60; KK156087.

TOWN & COUNTRY SHOES, INC. ©

For young women who just love shoes. (In Seventeen, Mar. 1961, p.67) Appl. author: D'Arcy Advertising Co. © 1Mar61; KK158232.

There goes that red box again. (In Vogue, Feb. 15, 1961, p.2 of cover) Appl. author: D'Arcy Advertising Co. © 15Feb61; KK158233.

TRAINER ASSOCIATES, INC. ©

The new PosterBore auger. © 17Mar61; KK158622.

TRANS CARIBBEAN AIRWAYS, INC. ©

Gratis, libro de datos del baseball 1961. (In El Diario de Nueva York, Apr. 3, 1961, p.19) Appl. author: Warwick & Legler, Inc. © 3Apr61; KK158068.

Vengan y vuelen conmigo a Puerto Rico por la Trans Caribbean Airways. Carmen Davila. (In El Diario de Nueva York, May 15, 1961, p.19) Appl. author: Warwick & Legler, Inc. © 15May61; KK159055.

Vengan y vuelen conmigo a Puerto Rico por la Trans Caribbean Airways. (In El Diario de Nueva York, Apr. 17, 1961, p.19) Appl. author: Warwick & Legler, Inc. © 17Apr61; KK158526.

Vengan y vuelen conmigo a Puerto Rico por la Trans Caribbean Airways. Miriam Velez. (In El Diario de Nueva York, Mar. 23, 1961, p.39) Appl. author: Warwick & Legler, Inc. © 23Mar61; KK157769.

TRAUTMAN, GERALD. ©

Sir Easy seals asphalt; do-it yourself. © 23Feb61 (in notice: 1960); KK157226.

TRAVIS, BETTY. SEE Cooke, Betty Travis.

TRAVIS, JAMES.

Chicken-a-go. SEE Cooke, Betty Travis.

TREASURE CRAFT. ©

Menehune, Hawaii. Appl. author: Alfred A. Levin. © 26Jan61 (in notice: 1960); KK156920.

TRI-LINE. ©

A most unique basket of sunshine. (A most unique basket of flowers) Fleur de Lis pens, no.333. © 28Mar61; KK159360.

TRITT (OLGA) INC. ©

All in 18 kt. gold or platinum. Diamond gold necklace [& 9 other pieces of jewelry] (In The New Yorker, Dec. 3, 1960, p.39) © 3Dec60; KK156115.

TROPICAL PAINT CO. ©

Tropoxies, greater protection for severe chemical conditions. Tile red; gray. Appl. author: E. J. Sirmay. © 3Mar61; KK157745.

TRUVAL SHIRT CO., INC. ©

The button down mind, an informative but brief essay on shirts for campus and business. Appl. author: Irwin Zlowe. © 15Apr61; KK158760.

TURNER, LUIS ARTHUR. ©

Island Delight. Average weight: 3 oz. © 13Mar61; KK157531.

TUSSY, INC. ©

Bright Secret, one of the few she'll keep. Fragrances. (In Harper's bazaar, Dec. 1960, p.61) Appl. author: Young & Rubicam, Inc. © 1Dec60; KK157421.

Buddy beauty now, blooming beauty soon; Buddy Beauty, a variety of little girl toiletries. (In Vogue, Nov. 1, 1960, p.46-47) Appl. author: Young & Rubicam, Inc. © 1Nov60; KK157419.

Change your lips as smoothly as you change the subject; be bold, experiment. 5-in-1 lipstack. (In Sunday news, New York, Jan. 15, 1961, p.97) Appl. author: Young & Rubicam, Inc. © 15Jan61; KK157422.

Change your lips as smoothly as you change the subject; it looks like lipstick. 5-in-1 lipstack. (In McCall's, Dec. 1960, p.161) Appl. author: Young & Rubicam, Inc. © 21Nov60; KK157424.

Dry skin is for wish-bones, Tussy dry skin cleanser is for you. (In Glamour, Jan. 1961, p.89) Appl. author: Young & Rubicam, Inc. © 22Dec60; KK157423.

Morning glorys dance all night if they pick Early Iris. Fragrances. (In Harper's bazaar, Dec. 1960, p.63) Appl. author: Young & Rubicam, Inc. © 1Dec60; KK157420.

New, Tussy 5-in-1 lipstack. (In 'Teen Jan. 1961, front & back cover) Appl. author: Young & Rubicam, Inc. © 10Dec60; KK157417.

Nothing much happens at midnight till you wear it; Midnight fragrances. (In Harper's bazaar, Dec. 1960, p.65) Appl. author: Young & Rubicam Inc. © 1Dec60; KK157418.

TWIN CANTORS SILVER KETTLE, INC. ©

This Passover, enjoy all the warmth and pleasure of a kosher seder dinner at home without any of the fuss or work. (In New York post, Feb. 3, 1961, p.65) © 3Feb61; KK157131.

TYLER REFRIGERATION CORP. ©

Becht-built Volumatic merchandisers. Tyler, your one-stop source for the most complete and flexible line of adjustable metal shelving, check-outs, tables, fixtures. (In Supermarket news, Jan. 23, 1961, p.48) Appl. author: John Jay Philip. © 23Jan61; KK159234.

Dan's Supreme Supermarkets keep going Tyler. (In Supermarket news, Dec. 26, 1960, p.24) Appl. author: John Jay Philip. © 26Dec60; KK159233.

Eberhard has his reasons for going Tyler in one store after another. Endorsed by L. V. Eberhard. (In Supermarket news, Feb. 13, 1961, p.48) Appl. author: John Jay Philip. © 13Feb61; KK159232.

National Food Stores keep going Tyler. (In Supermarket news, June 12, 1961, p.52) Appl. author: John Jay Philip. © 12Jun61; KK159757.

Only a Tyler-equipped store offers so many customer conveniences. Efficient refrigeration protects quality of perishables, assures satisfaction. (In Supermarket news, Jan. 9, 1961, p.64) Appl. author: John Hay Philip. © 9Jan61; KK159235.

Tyler for displayability, sellability. Endorsed by Nicholas D'Agostino. (In Supermarket news, Apr. 17, 1961, p.76) Appl. author: John Jay Philip. © 17Apr61; KK159755.

Volumatic merchandisers; the big complete flexible equipment line. (In Supermarket news, May 8, 1961, p.128) Appl. author: John Jay Philip. © 8May61; KK159231.

Would buy Tyler again. Endorsed by B. F. Watkins and Tom R. Rutledge. (In Supermarket news, May 22, 1961, p.44) Appl. author: John Jay Philip. © 22May61; KK159756.

U

U. S. F. P. SEE U. S. Food Products, Inc.

UNCAS MANUFACTURING CO. ©

The original Christmas gift. © 1Feb61; KK157963.

UNCLE BEN'S, INC. ©

Converted rice. 14 oz. net wt. © 8May61 (in notice: 1960); KK159093.

UNGER. SEE Unger Co.

UNGER CO.

Star-pastry. In our cookies butter makes the difference, Holiday Bakery. Appl. author: Paul A. Unger. © Unger, accepted alternative designation of Unger Co.; 6Dec60; KK156948.

UNION SPECIAL MACHINE CO. ©

Attaching elastic two- and three-needle machines, class 52700. Style 52700 BR. Appl. author: Arthur James Feigel. © 6Mar61; KK157436.

Bag closing machines. Industrial sewing machines. (Bulletin 200A) Appl. author: Arthur James Feigel. © 1May61; KK159410.

Especially for wash and wear fabrics, new smooth-seam machines, styles 61400 U and 61400 V. Appl. author: Arthur James Feigel. © 8Dec60; KK156296.

The manufacture of uniform shirts and pants. Industrial sewing machines. (Bulletin 251) Appl. author: Arthur James Feigel. © 19Jun61; KK159774.

Toe closing, socks - anklets. Style 39500 AC. Appl. author: Arthur James Feigel. © 6Mar61; KK157435.

UNITED BISCUIT CO. OF AMERICA. ©

Keebler Jamaica Gems, a cookie with just a touch of spice. One pound net weight. © United Biscuit Co. of America (in notice: Keebler Biscuit Co., division United Biscuit Co. of America); 31Jan61; KK157335.

UNITED BISCUIT CO. OF AMERICA. SUPREME BAKERS DIVISION.

Dutch Apple cookies. Supreme. Net weight one pound. © United Biscuit Co. of America (in notice: United Biscuit Co. of America, Supreme Bakers Division); 24Jan61; KK157195.

Supreme cocoanut chocolate drop cookies. One pound net. © United Biscuit Co. of America (in notice: United Biscuit Co. of America, Supreme Bakers Division); 1Mar61; KK157788.

UNITED PIECE DYE WORKS. ©

Automatic wash 'n wear; Unidye 65/35 finish. Appl. author: Adeline A. Dembeck. © 10Oct60; KK154547. (See also United Piece Dye Works; 10Oct60; KK154124)

Automatic wash 'n wear; Unidye 65/35 finish. Appl. author: Adeline A. Dembeck. © 10Oct60; KK156124. (See also United Piece Dye Works; 10Oct60; KK154547)

UNITED PROSTHETIC LABORATORIES.

Partial chrome dentures. © Irving Zwicker d.b.a. United Prosthetic Laboratories; 15Apr61; KK159411.

UNITED PURE FOOD CO. ©

Recipes for Marie Elisabeth skinless and boneless Portugese sardines in olive oil. © 6Feb61; KK157069.

UNITED STATES EXPANSION BOLT CO. ©

Newly developed, perfectly engineered, fully tested; Tap-It nylon anchors. Appl. author: Foltz-Wessinger, Inc. © 13Jan61; KK156206.

U. S. FOOD PRODUCTS, INC. ©

Feast on the finest. Krakus genuine imported Polish ham. (In Chicago daily tribune, Mar. 21, 1961, pt.2, p.16) Appl. author: Wilson-Saylor-Ware, Inc. © 21Mar61; KK157904.

UNITED STATES GYPSUM CO. ©

Handyman plan; modernizing your walls. (No.PUB305) © 18Aug60; KK156021.

UNIVERSAL BAKERS MIX, INC. ©

Bon Croute; French bread. Net wt. 1 lb. © 16Feb61; KK156927.

UNIVERSAL PAKJAK CORP.

Universal Pak Jak. © Universal Pak Jak, accepted alternative designation of Universal PakJak Corp.; 9Feb61; KK159404.

UNIVERSAL PICTURES CO., INC. ©

The grass is greener. Showman's manual. © 14Dec60; KK156277.

UNIVERSAL POTTERIES, INC. ©

Universal, the trade stimulator plan that pushes groceries, not premiums. Exclusive rosette decoration. © 13Feb61; KK157512.

UNIVERSAL RELAY CORP. ©

Largest stock of relays in the world. NM: compilation & additions. © 17Apr61; KK159407.

UPJOHN (WILLIAM JOHN) ASSOCIATES. ©

A frank discussion of funeral costs. Truesdale Chapels. (In Kalamazoo gazette, May 22, 1961, p.22) © 22May61; KK159469.

Understanding cost. For over 66 years, Truesdale Chapels have been noted for help and understanding at a family's greatest moment of need. (In Kalamazoo gazette, June 12, 1961, p.2) NM: revisions. © 12Jun61; KK159630.

UPLAND INDUSTRIES, INC. ©

Hex key sets, Hex keys and other products. (Catalog no.11) © 19Mar60; KK156058.

URETHANE CORP. OF CALIFORNIA. ©

Authorized dealer in Califoam, genuine UCC Urethane foam. © 28Dec60; KK157466.

UTICA MUTUAL INSURANCE CO. ©

As much coverage as you need, no more than you need; protectioneering, insurance planned to fit your needs exactly. (In Utica observer-dispatch, Mar. 6, 1961, p.3) Appl. author: Rumrill Co., Inc. © 6Mar61; KK157901.

Preventioneering makes safety a matter of course. (In The Wall Street journal, Feb. 23, 1961, p.14) Appl. author: Rumrill Co., Inc. © 23Feb61; KK157208.

Protectioneering is personalized insurance designed to fit your needs exactly. (In Utica Observer-dispatch, Apr. 3, 1961, p.3) Appl. author: Rumrill Co., Inc. © 3Apr61; KK159405.

Too many fitters can ruin the suit, but protectioneering tailors insurance to fit your needs exactly. Appl. author: Rumrill Co., Inc. © 20Feb61; KK156942.

Too many fitters can ruin the suit but Protectioneering tailors insurance to fit your needs exactly. [Three tailors fitting parts of suit on man] (In The Saturday evening post, Apr. 29, 1961, p.57) Appl. author: Rumrill Co., Inc. © 29Apr61; KK159823.

Too many players can lose the game. Protectioneering is error-free insurance planned for you alone. (In Utica observer-dispatch, Apr. 17, 1961, p.3) Appl. author: Rumrill Co., Inc. © 17Apr61; KK159034.

Why juggle policies, companies, agents? Protectioneering fits all your insurance needs into one easy-to-handle program. (In Utica observer-dispatch, Mar. 20, 1961, p.8) Appl. author: Rumrill Co., Inc. © 20Mar61; KK157902.

Why juggle policies, companies, agents? Protectioneering fits your insurance needs into one easy-to-handle program. (In The Saturday evening post, May 27, 1961, p.73) Appl. author: Rumrill Co., Inc. © 27May61; KK159824.

Why put up with out-dated coverage? Protectioneering is insurance kept up to date to fit your current protection needs. (In Utica Observer-dispatch, May 1, 1961, p.3) Appl. author: Rumrill Co., Inc. © 1May61; KK159406.

V

VAN BRODE MILLING CO., INC. © Handy Wash, your wash and clean-up towel. © 29Dec60; KK156007.

VAN CAMP SEA FOOD CO. © Capt. Kitt tuna red meat for cats, nourishment balanced. Net contents 6 1/4 oz. avoir. NM: revision & addition. © 1May61; KK158937.

Capt. Kitt tuna red meat for cats, vitamin balanced. Net wt. 6 1/4 oz. © 24Nov59; KK156034.

VANDE FLAPPER PRODUCTS. Dolls for young sophisticates. © Frank A. Vandever, Jr. d.b.a. Vande Flapper Products; 3Mar61; KK159273.

VANDEVER, FRANK A. SEE Vande Flapper Products.

VANITY FAIR MILLS, INC. © All is vanity, all is Vanity Fair; lingerie, girdles, bras. (In The New Yorker, Jan. 7, 1961, p.43-45) Appl. author: Reach, McClinton & Co., Inc. © 5Jan61; KK156210.

VEGA ELECTRONICS CORP. © In the concordance great emphasis is placed upon the Word. An invitation ... of the pastor to aid in obtaining the Vega system. Vega-Mike wire microphone system. (Vega lit. no.610320) © 15May61; KK159458.

In the concordance great emphasis is placed upon the Word. (Church door) Vega-Mike wireless microphone system. (Vega lit. no.610315) © 15May61; KK159456.

VENTAIRE CO. © The aluminum awning that breathes with lookout ... ventilation. © 13Mar61; KK158861.

VERA. SEE Scarves by Vera, Inc.

VETERINARY DEPT., ARMOUR PHARMACEUTICAL CO. SEE Armour Pharmaceutical Co. Veterinary Dept.

VITASAFE CORP. © Why does daddy sleep so much? C.F. capsules. (Key 87-R) (In Chicago daily news, Oct. 25, 1960, p.23) NM: addition. © 25Oct60; KK156919.

VITRAMON, INC. © VY solid state porcelain capacitors with new no.155 frit; assure 10 times better performance after a life test 10 times more demanding. (In Electronics, Mar. 10, 1961, p.79) © 10Mar61; KK158103.

VLACHOS, CONSTANTINOS H. © Introducing simplicity, efficiency and economy in pump design, offer unusual advantages; Vane-type pumps. Model no.2-200. © 10Jan61; KK156165.

VLCHEK TOOL CO. © Vlchek pays you big stock dividends for 2 years on 4 fast-selling tool merchandisers. © 20Mar61; KK158038.

VOLKSWAGEN OF AMERICA, INC. © The covered wagen. (In The Progressive farmer, June 1961, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 15May61; KK159648.

The experimental X-93 Volkswagen. (In The Saturday evening post, Feb. 25, 1961, p.85) Appl. author: Doyle Dane Bernbach, Inc. © 21Feb61; KK158244.

How to bring home the bacon, eggs, meat ... and dog; try a Volkswagen station wagon. (In Holiday, May 1961, p.94-95) Appl. author: Doyle Dane Bernbach, Inc. © 13Apr61; KK159007.

Impossible. A Volkswagen can't boil over. (In Road & track, July 1961, p.44) Appl. author: Doyle Dane Bernbach, Inc. © 1Jun61; KK159650.

Last one to conk out is a Volkswagen. (In Life, May 5, 1961, p.89) Appl. author: Doyle Dane Bernbach, Inc. © 4May61; KK159646.

Look who's following us. Station wagon. (In Sunset, Feb. 1961, p.22-23) Appl. author: Doyle Dane Bernbach, Inc. © 25Jan61; KK157398.

$1595. $1,595 is the suggested retail price of the Volkswagen sedan as she lands on the dock at the East Coast or Gulf Coast or Great Lakes ports of entry. (In Life, Apr. 21, 1961, p.125) Appl. author: Doyle Dane Bernbach, Inc. © 20Apr61; KK159009.

Think tall. Our Volkswagen station wagon is only nine inches longer than our little VW sedan. (In Sports illustrated, May 22, 1961, p.81) Appl. author: Doyle Dane Bernbach, Inc. © 19May61; KK159649.

A Volkswagen, obviously. (In The New Yorker, Jan. 21, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 19Jan61; KK156471.

Volkswagen overdoes it again: 4 coats of paint. (In The New Yorker magazine, Mar. 4, 1961, p.61) Appl. author: Doyle Dane Bernbach, Inc. © 2Mar61; KK158245.

You don't have to replace half the car. (In The Saturday evening post, May 20, 1961, p.77) Appl. author: Doyle Dane Bernbach, Inc. © 16May61; KK159647.

ON KLEYDORFF, LUDWIG. SEE Paradiso.

VON STERNBERG, JULE R. SEE Show-House.

VULCAN MOTOR PRODUCTS, INC. © Distributor leads and assortments. D-506 & others. (Catalog 61-33) Appl. author: John H. Staub. NM: "additional text." © 10Apr61; KK158106.

Ignition items for 1961. Appl. author: Alfred C. Greene. © 12Apr61; KK158184.

W

W. J. SEE Wilson Jones Co.

W. J. CO. SEE Wilson Jones Co.

W.N.Y.T. CO. SEE Western N. Y. Toy Co.

W.S. CO. SEE Water Specialties Co.

WAITT & BOND, INC. © The boys at the club smoke happy Blackstone cigars; many sizes, many shapes, many prices. (In Boston globe, Oct. 9, 1960, p.90) Appl. author: Joseph Mintzer. © 9Oct60; KK159274.

WALLACE, J. B. © Chef's Way. Cuts cooking time up to 1/2. © 13Feb61; KK157489.

WALLIS, THE DUCHESS OF WINDSOR. SEE Windsor, Wallis Warfield, Duchess of.

WALWORTH CO. © Cast steel valves. Net price schedule DC-1-S applying to catalog number 57 effective March 22, 1961. © 22Mar61; KK159454.

Cast steel valves. Net price schedule FS-1-S applying to catalog number 57, effective March 22, 1961. © 22Mar61; KK159455.

WARD INDUSTRIES CORP. PROSPERITY CO. SEE Prosperity Co.

WARNER-CHILCOTT LABORATORIES DIVISION. © Bland diet instructions. NM: revisions. © 1Feb61; KK157504.

1000 calory diet instructions. NM: revisions. © 1Feb61; KK157503.

WASHINGTON, D. C. BOARD OF TRADE. GREATER NATIONAL CAPITAL COMMITTEE. National Cherry Blossom Festival official pin. © Greater National Capital Committee of the Metropolitan Washington Board of Trade; 24Mar61; KK158270.

WASHINGTON GAS LIGHT CO. © Secret weapons and their development in the national capital area. Gas flame. (In The Washington daily news, Mar. 28, 1961, science section, p.35) © 28Mar61; KK157747.

WATER SPECIALTIES CO. © Powerizer, with R3 inhibitor. Miracle White 9 in 1 super concentrated wash aid products. Appl. author: Albany Press Label Printers, Inc. © 13Feb61; KK157170.

WATKINS (JOHN L.) CO., INC. © CompliMINTary disposable toothbrush. Appl. author: C. H. Watkins, Jr. © 20Apr61; KK158619.

Instamint disposable toothbrush. Appl. author: C. H. Watkins, Jr. © 20Apr61; KK158618.

WATERMAN, LILLIAN. © The plus cash plan. We share profits with you. © 31Dec60; KK156350.

WAY-LO SPECIALTIES. ©
A completely new idea in a closet hanger rod, the Rocket. (The Rocket closet hanger rod) Appl. author: Wayne W. Ottley. © 15Jan61; KK156864.

WEAVER (W. R.) CO. ©
The all new variable power V8, 2 1/2X to 8X, Weaver-Scope. Appl. author: Sidney T. Strain, Jr. © 28Jan61; KK156603.
The all new variable power V8, 2 1/2X to 8X; Weaver-Scope. (In Field & stream, Jan. 1961, p.5) Appl. author: Sidney T. Strain, Jr. © 27Dec60; KK156003.
Dependable accuracy for your .22, model B4 or B6 Weaver scope. (In Field & stream, May 1961, p.124) Appl. author: Sidney T. Strain, Jr. © 17Apr61; KK158334.
Model K4 Weaver-Scope used by more hunters than any other scope. Appl. author: Sidney T. Strain, Jr. © 20Mar61; KK157658.
New, improved Weaver-Scopes for your .22. (In Field & stream, July 1961, p.71) Appl. author: Thomas S. Duff. © 17Jun61; KK159827.
Precision accuracy for varmints, targets, small game. Weaver-Scopes. (In Field & stream, June 1961, p.103) Appl. author: Thomas S. Duff. © 20May61; KK159206.
Weaver-Scopes for precision shooting at extreme ranges; the all new ... V8. K8 & K10. (In Field & stream, Mar. 1961, p.123) Appl. author: Sidney T. Strain, Jr. © 20Feb61; KK157063.

WECK (EDWARD) & CO., INC. ©
Hospital helps, Jan. 1961. Appl. author: Frank W. Wilmarth. © 26Jan61; KK156460.

WECO PRODUCTS CO. ©
It's Dr. West's beauty brush buy ... for just 10¢ when you buy a new Dr. West's toothbrush. Germfighter. (In The American weekly, May 14, 1961, p.6) Appl. author: J. Walter Thompson Co. © 14May61; KK159075.
It's Dr. West's beauty brush buy ... for just 10¢ when you buy a new Dr. West's toothbrush. (In Parents' magazine, June 1961, p.4) Appl. author: J. Walter Thompson Co. © 25May61; KK159615.
Record offer; amazing new Compact 33 record, one side regular, other side stereo. RCA Victor's top teen tunes plus a new Dr. West's youth's toothbrush. (In Life, Feb. 3, 1961, p.100) Appl. author: J. Walter Thompson Co. © 1Feb61; KK156624.

WEIDNER, BROOKE. ©
Majolica; catalogue of Majolica. Griffen Smith & Co., manufacturers of Majolica, white-earthenware etc., Phoenixville, Pa., 1884. NM: compilation of additional data. © 1Nov60; KK156082.

WEISBERG, ROBERT L. ©
And may Showgard mounts protect us. © 12Apr61; KK158668.

WEISS, CARL.
Motograph science charts, for science projects, schools, clubs. SEE Science Materials Center, Inc.

WELLS CARGO, INC. ©
Now, give all your customers better, faster service; HandiVan utility trailer. Appl. author: Maynard Wells. © 14Oct60; KK156090.
Save time and money, increase truck flexibility, cut handling operations with Wells Cargo trailers. Handi-Van, Junior Semi, CompacVan. Appl. author: Maynard Wells. © 16Sep60; KK156161.

WEST CHEMICAL PRODUCTS, INC. KONATE PHARMACAL CO., INC. SEE Konate Pharmacal Co., Inc.

WEST END BREWING CO. OF UTICA, N. Y. ©
Are beer tastes going backward? Utica Club. (In Grit, Williamsport, Pa., Mar. 5, 1961, nearby towns section, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 5Mar61; KK159008.
Are beer tastes going backward? Utica Club. (In Observer, Jan. 23, 1961, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 23Jan61; KK156809.
Are beer tastes going backward? Utica Club. (In The Saturday evening post, Apr. 29, 1961, p.80) Appl. author: Doyle Dane Bernbach, Inc. NM: revisions. © 25Apr61; KK159640.
One punch or two? Utica Club. (In The Saturday evening post, May 27, 1961, p.45) Appl. author: Doyle Dane Bernbach, Inc. © 23May61; KK159641.
What was it about the beer in those days that tasted so good? Utica Club. [Group picture] (In Look, Middle Atlantic ed., Apr. 11, 1961, p.50b-50c) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar61; KK159030.
What was it about the beer in those days that tasted so good? Utica Club. [Two group pictures] (In Press, Binghamton, N. Y., Apr. 12, 1961, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 12Apr61; KK159010.

WESTERN N. Y. TOY CO. ©
Toy fair, Mechanical, the personality selected toy. © 27Feb61; KK157724.

WESTERN PAINT CO. ©
Marshall Wells. © 3May61; KK159104.
Paint up, fix up, cheer up. Let Marshall Wells paint your home. © 3May61; KK158685.

WESTERN PLAYCLOTHES, INC. ©
Original Chapants for the young frontiersman. © 3Mar61; KK158212.

WESTGATE-CALIFORNIA CORP. ©
Purr cat food. High protein tuna. Net contents 6 ozs. avoir. © 2Feb61; KK157718.

WHAM-O MFG. CO. ©
Slip 'n Slide magic water slide. It's crazy, people scoot like seals. © 15Apr61; KK159219.
Slip 'n Slide magic water slide. No.215. 6 to a carton, 30 lbs. © 15Apr61; KK159210.

WHIRLPOOL CORP. ©
RCA Whirlpool room air conditioner estimator. © 28Mar61; KK159186.

WHITEWATER RAINCOAT CO. ©
New safety raincoats all weather protection for school safety patrols; no.777. Batwing poncho; no.888. Appl. author: Morrison-Seymour, Inc. © 4May61; KK158968.
Special new Ponshirt all weather protection for boys and girls. Appl. author: Morrison-Seymour, Inc. © 4May61; KK158969.

WHITING CORP. ©
Trambeam overhead material handling systems. Crane systems; monorail systems. (Bulletin M-34) © 1Dec60; KK158679.

WHITMAN (STEPHEN F.) & SON, INC. ©
Best to give or get; Sampler. Chocolates & confections. (In The Saturday evening post, Oct. 17, 1959, p.174) © 17Oct59; KK156923.
Easter, April 2. A woman never forgets the man who remembers. Sampler. Chocolates & confections. (In Look, Mar. 28, 1961) © 28Mar61; KK157574.
Mother's Day, May 14. A woman never forgets the man who remembers. Sampler; chocolates & confections. (In The Saturday evening post, May 6, 1961) © 6May61; KK158413.
Valentine's Day, Feb. 14. A woman never forgets the man who remembers. Sampler; chocolates & confections. (In The Saturday evening post) © 11Feb61; KK156985.
The very best at Easter; a woman never forgets the man who remembers. Sampler; chocolates. (In The Saturday evening post, Mar. 21, 1959) © 21Mar59; KK156782.

WHITMAN PUB. CO. ©
Checkers and five other games. No.4708. Complete with checkerboard and 24 fine quality plastic checkers. © 8Mar61 (in notice: 1960); KK158483.
Fame and fortune game. No.4773. © 24Apr61; KK159681.
Help yourself flash cards, fractions. No.10 set. No.4782. 84 cards. © 30Jan61 (in notice: 1960); KK157762.
Help yourself flash cards; number concepts. No.8 set. No.4780. 84 cards. © 26Jan61 (in notice: 1960); KK157796.
Help yourself flash cards, phonics. No.9 set. No.4781. 84 cards. © 9Feb61 (in notice: 1960); KK157764.
Paint and color. No.4730. 256 pictures to color; 6 colored crayons. © 24Apr61; KK159678.
Pounce; a game of thrill and strategy. No.4774. © 24Apr61; KK159679.
Quickdraw McGraw frame tray puzzle. SEE Hanna-Barbera Productions.
Tally Ho, an exciting game for the whole family. No.4771. © 24Apr61; KK159680.
Teen time dolls. No.4401. Merri and Ginny, two 10-inch stand-up dolls with plastic stands, 32 costumes and accessories. © 19Jan61 (in notice: 1960); KK157763.
20 pictures to color by number with crayon or paint. No.4724. © 8Mar61; KK158482.

WICHITA PRECISION TOOL CO., INC. ©
Miss Adjusta-Form introduces her new rugged brother, Adjusta-Form pants topper. Fashioner model A-3. (In American drycleaner, Oct. 1960, p.112-113) © 5Oct60; KK156083.

WIEDEMANN (GEO.) BREWING CO., INC. ©
New. Refrigerator pop-out pack. Wiedemann fine beer. 6-12 ounce cans. NM: revisions. © 11May61; KK159218.

WIERDAK, JOSEPH M. ©
Hobby-Wobby. (Mr. Hobby-Wobby) © 8Nov60; KK157968.

WILDE, JOSEPH W. ©
8 new artistic floral designs which can be added to flush doors. (Floral & bird designs, no.33-40) © 13Dec60; KK156160.

WILKINS, BARBARA. ©
Worried? Now it's easier to worry than you ever dreamed; here are your very own Worry Beads. © 2Mar61; KK157883.

WILKINS CO., INC. ©
Biggest value in the lens cleaning field. Keep safety in sight with the modern liquid method. K-Lens-M better vision products. (In National safety news, May 1, 1961, p.78) Appl. author: Ralph R. Wilkins. © 1May61; KK159400.

WILLETT DISTILLING CO. ©

Johnny Drum. Kentucky straight bourbon whiskey. © 30Mar61; KK159606.

WILLIAMS, C. CHESTER. SEE Kel-Vitra Laboratories.

WILLIAMS (GENE) EVANGELISTIC ASSN. AUDIO-VISUAL DIVISION. ©

Saber. © 1Feb61; KK157863.

WILLIAMS (J. B.) CO., INC. ©

Did you eat a vitamin-skimpy breakfast this morning? New vitamin formula supplies what your breakfast may lack; Geritol Breakfast Vitamins. (In New York daily news, Mar. 10, 1961) Appl. author: Parkson Advertising Agency, Inc. © 10Mar61; KK157804.

Now, a one-calorie tablet that gives you all the vitamins you need take for an entire day; Geritol Breakfast Vitamins. (In New York daily news, Mar. 10, 1961) Appl. author: Parkson Advertising Agency, Inc. © 10Mar61; KK157805.

WILLIAMS FORM ENGINEERING CORP. ©

Little Giant broached she-bolt. Appl. author: Chester I. Williams. © 12Apr61; KK158925.

New, removable head spike. Appl. author: Chester I. Williams. © 27Mar61; KK158465.

WILLIAMS PRODUCTS CORP. ©

Fairlane suburban makes mowing a pleasure, out performs them all. Model 49. Appl. author: Chester Williams. © 1Feb61; KK158587.

WILLIAMSON-DICKIE MANUFACTURING CO. ©

Dickies slacks are good travelers. (In Holiday, June 1961, p.132) Appl. author: Stanley Schlenther. © 15May61; KK159042.

The good word in work clothes is Dickies. (In Life, Mar. 17, 1961, p.60) Appl. author: Stanley Schlenther. © 15Mar61; KK158075.

In tune with youth, Dickies casuals, inspired by Pat Boone. (In Life, Apr. 14, 1961, p.62) Appl. author: Stanley Schlenther. © 12Apr61; KK158363.

WILSON & CO., INC. ©

Dogs and cats take to it with gusto; Ideal is U. S. Government inspected. (In The Philadelphia inquirer, Mar. 16, 1961, p.24) Appl. author: Roche, Rickerd & Cleary, Inc. © 16Mar61; KK158755.

Fresh, wholesome, meaty aroma; Ideal is U. S. Government inspected. Dog food. (In Chicago daily tribune, Feb. 17, 1961, pt.1, p.11) Appl. author: Roche, Rickerd & Cleary, Inc. © 17Feb61; KK158895.

Startling news. Ideal is U. S. Government inspected. Dog food. (In The Philadelphia inquirer, Apr. 13, 1961, p.22) Appl. author: Roche, Rickerd & Cleary, Inc. © 13Apr61; KK158756.

Startling news, only 3 of the 3000 dog food brands are U. S. Government inspected. Ideal is U. S. Government inspected. (In Chicago daily tribune, Jan. 13, 1961, pt.1, p.16) Appl. author: Roche, Rickerd & Cleary, Inc. © 13Jan61; KK158896.

WILSON JONES CO. ©

Buddy stapler assortment on free rack, T18-1161. © 16Jan61 (in notice: 1960); KK156421.

Color-ific new vinyl ring binders that are colorful and terrific. © 17Jan61 (in notice: 1960); KK156419.

Grayline business form manifold books, in stock, ready to go to work. 30 different books on display. Record keeping essentials. © W. J. Co., an accepted alternative designation of Wilson Jones Co.; 17Nov60; KK156108.

Jet 170 staplers. © 16Jan61 (in notice: 1960); KK156420.

New, Wilson Jones request for quotation. © 5Jan61 (in notice: 1960); KK157132.

Wonderful nylon prongs in Wilson Jones Redi-Covers. © 10Feb60; KK156465.

WINDSOR, WALLIS WARFIELD, DUCHESS OF.

The Duchess of Windsor designs a breeze of a coat. No.20, Jiffy. (In This week magazine, Feb. 5, 1961, p.20) © Wallis, the Duchess of Windsor; 3Feb61; KK156799.

The Duchess of Windsor designs a breeze of a dress for summer. No.22, Cool breeze. (In This week magazine, June 18, 1961, p.20) © Wallis, the Duchess of Windsor; 16Jun61; KK159729.

The Duchess of Windsor designs a dress for busy women. No.21, Versatile. (In This week magazine, Apr. 2, 1961, p.16) © Wallis, the Duchess of Windsor; 31Mar61; KK158139.

The Duchess of Windsor designs best sellers for summer. No.7 & 5 other patterns. (In This week magazine, Mar. 19, 1961, p.24) NM: compilation. © Wallis, the Duchess of Windsor; 17Mar61; KK158138.

Duchess of Windsor personalized pattern, the slim ribbon dress. No.19, Pirouette. (In This week magazine, Jan. 22, 1961, p.25) © Wallis, the Duchess of Windsor; 20Jan61; KK156800.

WINIUS-BRANDON CO. ©

What is a shoe? © 10Nov60; KK157137.

WINSTON, RONNIE. SEE Avant Gardes.

WIRE & IRON PRODUCTS, INC. ©

Better handling, carrying, storage for production parts. Eezy-Stak baskets. B60. © 1Nov60; KK158721.

WIRKEN, FRANK J. SEE Home-Burger Sales.

WISS (J.) & SONS CO. ©

Flower shears. S791. © 1Feb61; KK157193.

Kitchen and household shears. S781. (Kitchen shears) © 1Feb61; KK157192.

Pruning shears; no.708. No.S1025. © 4Apr61; KK158181.

WONDER PRODUCTS CO. ©

New arrival; nursery rocker. Model 7. © 6Mar61; KK158008.

WOOD & BROOKS CO.

ElectraChord model A chord control unit, part no.C-A-200. © Wood & Brooks Co., a division of Aurora Corp. of Illinois; 21Mar61; KK159412.

WOOL (DAVID) INC. ©

Ouija board and control. © 25Apr61; KK158926.

WOOLUMS, NORMAN C. SEE Woolums Carpenter Co.

WOOLUMS CARPENTER CO.

Remove those handles in 2 seconds. It's a Clipmaster Wondertool. © Norman C. Woolums & Ervin C. Carpenter d.b.a. Woolums Carpenter Co.; 8May61; KK159263.

WORD, JOHN J., JR. ©

Carte blanche idenification [sic] draft; people of distinction enjoy the passport character of carte blanche checking account. © 17Mar61; KK158417.

WORLD WIDE PUBLICATIONS, LTD. ©

Jamaica souvenir book and shopping guide with maps. 1960-61 ed. © 2Jan60; KK159128.

WRIGHT, WALTER H. ©

Hardness kit; how to test for hardness. © 15Mar61; KK158318.

WYLER & CO. ©

Dehydrated celery flakes. Net weight 1/4 oz. © 3Feb61 (in notice: 1960); KK157568.

Dehydrated mint leaves. Net weight 1/4 oz. © 3Feb61 (in notice: 1960); KK157569.

Dehydrated mixed vegetable flakes. Net weight 7/8 oz. © 3Feb61 (in notice: 1960); KK157571.

Dehydrated onion flakes. Net weight 3/4 oz. © 3Feb61 (in notice: 1960); KK157570.

Dehydrated parsley flakes. Net weight 1/4 oz. © 3Feb61 (in notice: 1960); KK157567.

Dehydrated sweet pepper flakes. Net weight 3/8 oz. © 3Feb61 (in notice: 1960); KK157566.

Y

YEAKY (CLIFF) ADVERTISING. ©

Real estate advertising. 27 samples. Appl. author: J. Clifford Yeakey. © 12Jan61; KK156785.

YELLIN, H. SEE Fortune Games.

YELLIN, MARY S. SEE Fortune Games.

YOGG & CO. ©

Anodized aluminum display frame with base to fit 22" x 28" posters. No.63-64. © 28Feb61; KK157484.

Choose from 20 colorful, exciting menu-masks. Design no.CM-125 & 19 other menus. © 3Mar61; KK157582.

Polished aluminum and chrome plated steel display frame to fit 22" x 28" posters. No.53. © 28Feb61; KK157485.

Z

ZAYRE CORP. ©

Look, he gave me an award. Zayre fabulous department stores, where better quality always costs you less. (In Life magazine, New England ed., May 5, 1961, p.6) Appl. author: Joseph M. Bernstein. © 5May61; KK159060.

She loves me, she loves Zayre. Everything she buys at this wonderful department store makes her love it a little bit more. (In Life magazine, New England ed., Apr. 21, 1961, p.R-5) Appl. author: Joseph M. Bernstein. © 21Apr61; KK159061.

So much Christmas for so little; fabulous department stores. (In Look, New England ed., Dec. 6, 1960, p.601) Appl. author: Joseph M. Bernstein. © 6Dec60; KK156444.

They say that shopping at Zayre is wonderful, too wonderful for words. Department stores. (In Life, New England ed., v.50, no.7, p.108) Appl. author: Joseph M. Bernstein. © 17Feb61; KK157073.

When the spring song is a whistle you just know she shops at Zayre; fabulous department stores. (In

Life magazine, New England ed., Mar. 17, 1961, p.143) Appl. author: Joseph M. Bernstein. © 17Mar61; KK159062.

ZEOLUX CORP. ©
Increase your income up to 50%, invest in launderamas, coin operated-fully automatic laundry stores. (In The Wall Street journal, Dec. 29, 1960, p.13) NM: revisions. © 29Dec60; KK156139.

The success proven investment. Launderamas; coin-operated, fully automatic laundry stores. (In The Wall Street journal, Feb. 15, 1961, p.19) Appl. states prev. reg. Dec. 1960. NM: revision. © 15Feb61; KK157062.

ZERO CORP. ©
Our completely-automatic Zero tank with its built-in time-cycle spatter-spray cleaning enabled us to produce blue ribbon milk. Zero bulk milk cooler. (In Hoard's dairyman, May 25, 1961, p.359) Appl. author: Lloyd P. Duncan. © 25May61; KK159213.

ZETROC CO. ©
Quick, easy, safe, clean Quick Fire charcoal for bar-b-q. Net weight 5 lbs. Appl. author: Edward A. Cortez. © 12Nov60; KK156614.

ZWICKER, IRVING. SEE United Prosthetic Laboratories.

RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

AMERICAN CAN CO.

Downex bathroom tissue. © 7Mar34; Label 43834. American Can Co. (P); 25Apr61; R275010.

Menasha ice cream. © 15Jan34; Label 43434. American Can Co. (P); 24Mar61; R272993.

AMERICAN POPCORN CO.

Jiffy; pops in a jiffy; hulless popcorn. © 18Dec33; Label 43412. American Popcorn Co. (P); 5Apr61; R273522.

CANADIAN ACE BREWING CO.

Bismarck select beer. © 22Sep33; Label 43000. Canadian Ace Brewing Co. (P); 19Jan61; R269725.

DAIRYPAK BUTLER, INC.

Territorial design no.322. © 1Apr33; Label 47124. Dairypak Butler, Inc. (P); 9Mar61; R272206.

Territorial design no.323. © 17Mar33; Label 47125. Dairypak Butler, Inc. (P); 9Mar61; R272204.

Territorial design no.324. © 20Mar33; Label 47126. Dairypak Butler, Inc. (P); 9Mar61; R272205.

Territorial design 337. © 2Jan33; Label 47130. Dairypak Butler, Inc. (P); 27Dec60; R268894.

GLASSCOCK, LAURA T.

Peanut twins. © 25Mar33; Print 14195. Laura T. Glasscock (P); 13Mar61; R272354.

HALFERTY CORP.

Sportsman salmon. © 19Mar34; Label 43712. Halferty Corp. (P); 5May61; R275540.

HILLS BROS. COFFEE, INC.

Aw Red, leave Bill alone; my mother gave me Hills Bros., too. (Adform 130) © 10Jan33; Print 14072. Hills Bros. Coffee, Inc. (P); 9Jan61; R269141.

Fresh always. (Adform 133A) © 10Jan33; Print 14064. Hill Bros. Coffee, Inc. (P); 9Jan61; R269140.

Uniform always. (Adform 132A) © 10Jan33; Print 14063. Hill Bros. Coffee, Inc. (P); 9Jan61; R269139.

KAHN'S (E.) SONS CO.

The old hickory wood makes them taste so good. © 1Jul33; Print 14548. E. Kahn's Sons Co. (P); 30Jun61; R278167.

KURLASH CO., INC.

Kurlash. © 1Dec33; Label 43257. Kurlash Co., Inc. (P); 21Mar61; R272825.

LINCO PRODUCTS CORP.

Linco wash, the housewife's friend. © 15Jun33; Label 43975. Linco Products Corp. (P); 16Jan61; R269523.

MACGREGOR (SANDY) WHISKIES, LTD.

Extra special old scotch whisky. © 1May34; Label 44443. Sandy MacGregor Whiskies, Ltd. (P); 6Jun61; R277129.

MANN, LOUIS.

Fousts 1840 pure rye whiskey. © 13Sep33; Label 42982. Louis Mann (P); 9Mar61; R272073.

MARVIN (W. H.) CO.

Sheik dates. © 7Nov33; Label 43012. W. H. Marvin Co. (P); 23Jan61; R269870.

MR. BOSTON DISTILLER, INC.

Creme de cacao. © 15Dec33; Label 43173. Mr. Boston Distiller, Inc. (P); 28Feb61; R271722.

Golden Still. © 19May34; Label 43931. Mr. Boston Distiller, Inc. (P); 2Jun61; R276821.

Old Mr. Boston. © 18Nov33; Label 43041. Mr. Boston Distiller, Inc. (P); 5Jan61; R268857.

Old Mr. Boston. © 28Nov33; Print 14473. Mr. Boston Distiller, Inc. (P); 5Jan61; R268856.

Old Mr. Boston. © 7Mar34; Label 43881. Mr. Boston Distiller, Inc. (P); 23Mar61; R272956.

Old Mr. Boston brand. © 2Jan34; Label 43742. Mr. Boston Distiller, Inc. (P); 28Feb61; R271723.

MOSKOW, EVA.

Nonparey. © 24May33; Label 42389. Eva Moskow (P); 20Mar61; R272526.

NEMAHA COOPERATIVE CREAMERY ASSN.

Sweet Clover. © 1Jul33; Label 42851. Nemaha Cooperative Creamery Assn. (P); 14Mar61; R272391.

OLIVER, MOLLIE F. O.

Capam. © 2Apr34; Label 43977. Mollie F. O. Oliver (P); 26Jun61; R278068.

PFAFF (H. C.) CIGAR CO. SEE Schafer (George)-H. C. Pfaff Cigar Co.

REED CANDY CO.

Paloop; for butterscotch. © 13Nov33; Label 43059. Reed Candy Co. (P); 15Feb61; R271014.

Paloops. © 21May34; Label 44050. Reed Candy Co. (P); 22Jun61; R277979.

SCHAFER (GEORGE)-H. C. PFAFF CIGAR CO.

Clifton Park. © 18Sep33; Label 42965. George Schafer-H. C. Pfaff Cigar Co. (P); 24Jan61; R269987.

THOMSON (J. G.) & CO., LTD.

Thomson's rare old blended whisky R. A. scotch. © 5May33; Label 42358. J. G. Thomson & Co., Ltd. (P); 13Mar61; R272360.

TWO RIVERS BEVERAGE CO.

Bobbie ale. © 10Oct33; Label 43016. © Two Rivers Beverage Co. (P); 21Apr61; R274847.

WIGLER, ALBERT I. SEE Wigler's Products Co.

WIGLER'S PRODUCTS CO.

Antiseptic baby oil. © 1Jun33; Label 42658. Albert I. Wigler d.b.a. Wigler's Products Co. (P); 24May61; R286837.

Polish. © 1Jun33; Label 42659. Albert I. Wigler d.b.a. Wigler's Products Co. (P); 24May61; R276838.

YUENGLING (D. G.) & SON, INC.

Prize beer. © 2Dec33; Label 43492. D. G. Yuengling & Son, Inc. (P); 17May61; R276081.

ZINSMASTER BAKING CO.

Master toast. © 6Mar34; Label 43650. Zinsmaster Baking Co. (P); 15May61; R275807.

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CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 15, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY–DECEMBER

1961

COPYRIGHT OFFICE
THE LIBRARY OF CONGRESS
WASHINGTON : 1962

CATALOG OF COPYRIGHT ENTRIES

Third Series

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JULY–DECEMBER
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COPYRIGHT OFFICE
THE LIBRARY OF CONGRESS
WASHINGTON : 1962

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Drawings or plastic works of a scientific or technical character.
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Prints and pictorial illustrations excluding prints or labels used for articles of merchandise.

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code.* Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided into Parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code.* The table at the end of this preface shows the organization of the *Catalog,* the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog,* but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights, and a fee for the search and report will be estimated at the statutory rate of $3 per hour.

In the case of each registration listed, except for renewals, there has been a deposit of a copy or copies of the work in accordance with the provisions contained in sections 12, 13, 14, or 215 of Title 17 of the *United States Code.*

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all Parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C. Orders may be placed for individual issues, as subscriptions for one or more Parts, or for the complete *Catalog* at $20 a year, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the Part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog.* Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D.C.

Organization of Parts

Each Part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols given. Except for renewal registrations (separately listed at the end of each related Part), the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purpose of statistical analysis. The symbol "(R)" has been adopted by the Copyright Office to identify renewal copyright registrations. A zero immediately following the symbol, e.g., AF0, EF0, identifies a foreign work deposited under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). Some Parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the Part.

		Price per semiannual issue
Part 1 Books and Pamphlets, Including Serials and Contributions to Periodicals		$2.50
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AF	Books manufactured abroad (except those registered for ad-interim copyright)	
AI	Books in the English language first published abroad	
BB	Contributions to periodicals	
R	Renewal registrations	
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Parts 7–11A Works of Art, Reproductions of Works of Art, Scientific and Technical Drawings, Photographic Works, Prints and Pictorial Illustrations		1.00
GP	Published works of art and designs for works of art	
GU	Unpublished works of art and designs for works of art	
H	Reproductions of works of art	
IP	Published drawings or plastic works of a scientific or technical character	
IU	Unpublished drawings or plastic works of a scientific or technical character	
JP	Published photographs	
JU	Unpublished photographs	
K	Prints and pictorial illustrations	
R	Renewal registrations	
Part 11B Commercial Prints and Labels		1.00
KK	Commercial prints and labels	
R	Renewal registrations	
Parts 12–13 Motion Pictures and Filmstrips		.50
LP	Published motion-picture photoplays	
LU	Unpublished motion-picture photoplays	
MP	Published motion pictures other than photoplays	
MU	Unpublished motion pictures other than photoplays	
R	Renewal registrations	

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INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

COLUMBUS AUTO PARTS CO.

See the big ones with a Capco waterglass. © Capco, accepted alternative designation of the Columbus Auto Parts Co.; 25Sep61; KK161044.

VAN BRODE MILLING CO., INC. ©

Handy Wash, your wash and clean-up towel. © 29Aug61; KK161007.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
2) Names of contributors to the work.
3) Series statement.
4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, and the number of the page on which the item will be found.
5) Names of authors given in the application which do not appear elsewhere in the entry.
6) Name of the employer in the case of a work made for hire, if so named in the application.
7) Information contained in the application which relates to the registration of an earlier version of the work.
8) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation "NM," if this information is given in the application and is not indicated elsewhere in the entry.
9) Copyright symbol ©.
10) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
11) Date of publication as given in the application.
12) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Aug61 (in notice: 1960); KK161000.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

1) Title.
2) Copyright symbol.
3) Date of original copyright.

4) Original registration number.
5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
6) Date of receipt of the renewal application or the fee, whichever is later.
7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a.	—also known as
appl.	—application
©	—copyright symbol
d.b.a.	—doing business as
NM	—new matter
p.	—page, pages
(P)	—proprietor of a commercial print or label
pseud.	—pseudonym
pub.	—published, publishing
rev.	—revised
t.a.	—trading as
v., vol., vols.	—volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1961

Commercial prints and labels	3, 669
Renewals	41

These figures represent the number of registrations for commercial prints and labels for July–December 1961, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective Parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

A. C. C. SEE American Can Co. Dixie Cup Division.

ACI. SEE American Carpet Institute, Inc.

A-M CORP. SEE Addressograph-Multigraph Corp.

APCO. SEE Armour Pharmaceutical Co.

ASC. SEE Acme Steel Co.

A. S. C. SEE Associated Spring Corp.

A. S. R. PRODUCTS CO.

Blades and razors are worth their shelf-space in gold. Be sure your customers see the Pal and Gem products. (In Chain store age, July 1961, p.218-219) Appl. author: Benton & Bowles, Inc. © A. S. R. Products Co., accepted alternative designation American Safety Razor Co.; 30Jun61; KK162254.

The Gem shave felt so good, I couldn't stop. Prove to yourself how good a Gem shave feels and save 79¢ doing it. (In Life, Mar. 17, 1961, p.33) Appl. author: Benton & Bowles, Inc. © A. S. R. Products Co., accepted alternative designation American Safety Razor Co.; 15Mar61; KK162317.

Keys to new Pal premium injector blade profits. (In Chain store age, June 1961, p.34) Appl. author: Benton & Bowles, Inc. © A. S. R. Products Co., accepted alternative designation American Safety Rzor Co.; 27May61; KK162319.

Out of space-age technology comes a blade that takes friction out of shaving. Pal premium injector. (In Life, May 26, 1961, p.12) Appl. author: Benton & Bowles, Inc. © A. S. R. Products Co., accepted alternative designation American Safety Razor Co.; 24May61; KK162318.

A. T. CO. SEE American Tobacco Co.

A. W. L. ADVERTISING AGENCY, INC. ©

Fixin' to save? Home-Gard shows you how to save time, money, patience. Hardware store. (In The Evening sun, Baltimore, July 19, 1961, p.21) © 19Jul61; KK160986.

Get much mower for your money at your Home-Gard store. (In The Evening sun, Baltimore, July 5, 1961, p.10M) © 5Jul61; KK160985.

The green is always greener at your Home-Gard store. Greenspot oscillating sprinkler. (In The Evening sun, Baltimore, July 26, 1961, p.34) © 26Jul61; KK161304.

How? Home-Gard, that's how. 16 oz. spray paint. (In The Evening sun, Baltimore, Aug. 2, 1961, p.23) © 2Aug61; KK161305.

Lead pipe cinch to save money on plumbing supplies at your Home-Gard hardware store. (In The Evening sun, Baltimore, Aug. 9, 1961, p.25) © 9Aug61; KK161306.

Love is a sometime thing. Home-Gard stores hardware. (In The Evening sun, Baltimore, July 12, 1961, p.9M) © 12Jul61; KK160987.

Save a buck a gallon; sale of world's most famous paints at your Home-Gard hardware store. (In The Evening sun, Baltimore, Aug. 30, 1961, p.9M) © 30Aug61; KK161308.

This Molly costs 10¢, using it wrong can cost you plenty. Home-Gard hardware stores. (In The Evening sun, Baltimore, June 14, 1961, p.35) © 14Jun61; KK159882.

Wanna see a floor show? Then see your Home-Gard hardware dealer first. Val-Speed. (In The Evening sun, Baltimore, Aug. 16, 1961, p.43) © 16Aug61; KK161307.

You mean even I can do it? Home-Gard hardware stores, your how-to-do-it information centers. (In The Evening sun, Baltimore, June 28, 1961, p.31) © 28Jun61; KK159881.

ABBOTT LABORATORIES. ©

Anemia of pregnancy, another indication for Filmtab Iberol. (In GP, May 1961, p.58) Appl. author: John C. Michalek. © 1May61; KK160639.

Anemia of pregnancy, just one of the important indications for Filmtab Iberol-F. Professional sample. List no.3813. 6 Filmtabs. Appl. author: John C. Michalek. © 7Apr61; KK160175.

Bilsan, an orally effective choleretic and cholagogue in the treatment of various hepatic disorders. No.6934. 30 Filmtabs. Appl. author: Thomas S. Bird. © 18May61; KK160933.

Bilsan; choleretique et cholagogue efficace par voie buccale pour le traitment de divers troubles hepatiques. No.6934. 30 Filmtabs. Appl. author: Thomas S. Bird. © 18May61; KK160869.

Cuando el dolor causa tension y la tension causa dolor; Abbolexin. Appl. author: Thomas S. Bird. © 17Jul61; KK160582.

Cuatro formas de administracion con un solo nombre: Dayamineral. Appl. author: Thomas S. Bird. © 3Jul61; KK160405.

Fashion says purple, dandruff says white. Selsun. (In GP, May 1961, p.57) Appl. author: John C. Michalek. © 1May61; KK160640.

For allergic and bronchitic cough, Norisodrine syrup. Physician's trial package: 3 1-fl. oz. bottles. Appl. author: John C. Michalek. © 6Apr61 (in notice: 1960); KK160172.

Jarabe Torfan; antitusivo, expectorante, no narcotico. Num.6833. Booklet. Appl. author: Thomas S. Bird. © 22Mar61; KK160930.

Kepek mi? Selsun. [African] Appl. author: Thomas S. Bird. © 17Jun61; KK160039.

Kepek mi? Selsun. [Chinese] Appl. author: Thomas S. Bird. © 17Jun61; KK160038.

Kepek mi? Selsun. [Girl with pony tail hairdo] Appl. author: Thomas S. Bird. © 17Jun61; KK160040.

Kepek mi? Selsun. [Indian] Appl. author: Thomas S. Bird. © 17Jun61; KK160037.

Kepek mi? Selsun. [Man with beard] Appl. author: Thomas S. Bird. © 17Jun61; KK160041.

Llego la hora del Dayamin emulsion para ninos. [Boy breaking through fence to mother holding spoon] Appl. author: Thomas S. Bird. © 29Mar61; KK160936.

Llego la hora del Dayamin emulsion para ninos. [Boy on pogo stick jumping over small house to mother holding spoon] Appl. author: Thomas S. Bird. © 29Mar61; KK160932.

Llego la hora del Dayamin emulsion para ninos. [Boy sliding down roof to mother holding spoon] Appl. author: Thomas S. Bird. © 29Mar61; KK160931.

More than just an iron tablet, Filmtab Iberol. Professional sample. List no.6829. 6 tablets. Appl. author: John C. Michalek. © 7Apr61; KK160174.

No comparison in performance. Reliable prescriptions. Appl. author: John C. Michalek. © 18May61; KK159965.

Optilets; small, potent, pleasing, therapeutic-multivitamin tablets. No.3935. 30 and 100 Filmtabs. Appl. author: Thomas S. Bird. © 18May61; KK160937.

Potente; Dayamineral Filmtab. Spanish Dayamineral. [Crane] Appl. author: Thomas S. Bird. © 24Jul61; KK160586.

ABBOTT LABORATORIES.-Con.

Potente; Dayamineral Filmtab. Spanish Dayamineral Filmtab. [Steamship] Appl. author: Thomas S. Bird. © 24Jul61; KK160585.

Une preparation vitaminique delicieuse pour les bebes et les enfants; Vi-Daylin. (French Vi-Daylin) Appl. author: Thomas S. Bird. © 24Jul61; KK160581.

A rose by any other name. Prescription specialists. Appl. author: John C. Michalek. © 7Jun61; KK159964.

Terapia intensiva con complejo vitaminico B; Bevitin. [Hyperdermic needle] Appl. author: Thomas S. Bird. © 27Jul61; KK160715.

Terapia intensiva con complejo vitaminico B; Bevitin. [Hyperdermic needle & bottle] Appl. author: Thomas S. Bird. © 29Jul61; KK160714.

Tral 50 mg., un anticholinergique puissant et selectif sous forme retard d'action graduelle et mesuree. No.6920. 30 comprimes Gradumet. Appl. author: Thomas S. Bird. © 18May61; KK160935.

The 24-hour diuretic-antihypertensive, Enduron; every Enduron tablet delivers over 24 hours of continuous thiazide action. (In American heart journal, Apr. 1961, p.19-20) Appl. author: John C. Michalek. © 25Mar61; KK160173.

Vidaylin-M, a vitamin-mineral formula for growing children. No.6992. 90, 240 and 480 ml. Appl. author: Thomas S. Bird. © 22Mar61; KK160934.

ACCURATE RENU CLUTCH DIVISION.

Complete wholesaler catalog. Catalog 6930; .078, .080. © Accurate Renu Clutch Division of Marpro, Inc.; 5Dec60; KK160602.

ACME APPLIANCE MANUFACTURING CO. ©

How to install Acme heavy duty sliding door hardware, series 57/58. For doors not exceeding 250 lbs. each. © 14Nov61; KK162678.

Ideas for spacious living with Fold-Aside folding door hardware. © 25Oct61; KK162679.

Series 4000, Acme sliding wardrobe door units. © 31Jul61; KK160509.

ACME CHEMICAL CO. ©

Suggested uses for Saniterge one-step disinfectant, detergent, deodorizer. Appl. author: George J. Halaska. © 7Sep61; KK161175.

ACME STEEL CO. ©

AIM brand; assembly instructions for sheet stock rack kit number 5210. M-133. © 20Jun61; KK163215.

AIM brand; assembly instructions for storage units. M-145. © 30Jun61; KK163212.

AIM brand; assembly instructions for storage units. M-146. © 30Jun61; KK163213.

AIM brand; assembly instructions for storage units. M-147. © 30Jun61; KK163214.

Assembly instructions for die racks. Aim brand. M-160. © 14Jun61; KK163006.

Assembly instructions for die racks extra shelf unit. Aim brand. M-163--M-165. © 14Jun61; KK163007-163009.

Assembly instructions for double entry bar stock rack. Aim brand. M-132. © 20Jun61; KK163012.

Assembly instructions for extra shelf unit. Aim brand. M-148--M-149. © 14Jun61; KK163004-163005.

Assembly instructions for foreman's desk. Aim brand. M-113. © 20Jun61; KK163010.

Assembly instructions for single entry bar stock rack. Aim brand. M-131. © 20Jun61; KK163011.

Assembly instructions for storage units. Aim brand. M-140--M-144. © 14Jun61; KK162999-163003.

Assembly instructions for table. Aim brand. M-122. © 14Jun61; KK162998.

How to win the race for storage space with Acme Steel AIM brand rack. Appl. author: Carl Reed. © 3Apr61; KK160047.

ACME STEEL CO. STANLEY CO. DIVISION. SEE Stanley Co.

ADAMS, ADRIENNE. ©

Thumbelina, by Hans Christian Andersen. 509. The translation ... by R. P. Keigwin; illustrated by Adrienne Adams. Jacket illus. © 27Oct61; KK163342.

ADAMS EXTRACT CO., INC. ©

German chocolate poundcake with golden butter flavor and Adams Best vanilla. © 12Sep61; KK161978.

ADDRESSOGRAPH-MULTIGRAPH CORP. ©

Multilith puts you in the profitable small offset business, provides amazing versatility. Model 1250W. (In The Graphic arts monthly, May 1961, p.88-89) Appl. author: W. L. Hoke. © 15May61; KK160620.

Multilith puts you in the profitable small offset business with the advantage of high speed. Model 1275W. (In Graphic arts monthly, July 1961, p.134-135) Appl. author: W. L. Hoke. © 15Jul61; KK161401.

Multilith puts you in the small offset business on a basis that builds profits. Model 1250-W. (In The Graphic arts monthly, Apr. 1961, p.162-163) Appl. author: W. L. Hoke. © 15Apr61; KK160619.

New, portable data punch. (In Menzies directory 1961, p.49) Appl. author: W. L. Hoke. © 12Apr61; KK160624.

Now Multilith offset offers 20" x 24" sheet size. Model 2024-1. (In ODR reproductions review, May 1961, p.50-51) Appl. author: W. L. Hoke. © 15May61; KK160623.

Now, perforate as you duplicate; new, model 140 perforator. (In ODR reproductions review. July 1961, p.40-41) Appl. author: W. L. Hoke. © 15Jul61; KK161402.

A single human command starts, automatically runs, automatically stops; the world's most advanced duplicator. Multilith offset model 2550. (In ODR reproductions review, Apr. 1961, p.50-51) Appl. author: W. L. Hoke. © 15Apr61; KK160622.

With Multilith small offset presses, the big difference is certified on-the-spot service. (In The Graphic arts monthly, June 1961, p.134-135) Appl. author: W. L. Hoke. © 15Jun61; KK160621.

You pick the forms. (In Manual of business forms, Aug. 15, 1961, p.13) Appl. author: W. L. Hoke. © 15Aug61; KK161403.

ADLER (BEN) ADVERTISING SERVICE, INC. ©

The angry silence. The best picture of the year. © 9Mar61; KK160369.

Violent crime with and without passion; Mania. © 9Mar61; KK160370.

The young one. © 9Mar61; KK160799.

ADVERTISING, INC. SEE Advertising, Inc. of Florida.

ADVERTISING, INC. OF FLORIDA. ©

Seminole Nurseries. Seminole Shutterbug. © 11Sep61; KK162118.

AEROQUIP CORP. ©

Check your power steering lifeline. We install Aeroquip power steering hose and fittings. (Bulletin 658) © 15Jun61; KK161089.

Freon self-sealing coupling. 5500 series. © 5Jan61; KK161087.

General Logistics Division distributor price list. Effective Apr. 15, 1961. © 7Apr61; KK161643.

Hydraulic self-sealing quick disconnect couplings, series 145 and 155. (Aircraft service bulletin, ASB-38) © 11May61; KK161642.

Installation instructions, universal boss fitting. (Aircraft service bulletin, ASB-40) © 8Jun61; KK161085.

Recommended pressures for Aeroquip hose and fittings used with MS20756 type flanged fittings. (Aircraft service bulletin, ASB-41) © 9Aug61; KK161317.

Reduce hose line costs with Aeroquip Iron Mike, the new reusable fitting for high pressure hose lines. (Wall poster no.660) © 25May61; KK161088.

Rubber strike-through on Aeroquip 677 hose. (Aircraft service bulletin, ASB-43) © 7Sep61; KK161318.

S-1004 hose cover stripping machine. (Aircraft engineering bulletin, AEB-49) © 10Aug61; KK161321.

S-1007 socket assembly machine. (Aircraft engineering bulletin, AEB-54) © 7Jun61; KK161320.

S1009 hose cover stripping tool. (Aircraft engineering bulletin, AEB-53) © 5Oct61; KK163246.

S-1021 rubber removal tool for little gem fittings. (Aircraft engineering bulletin, AEB-51) © 11May61; KK161086.

S-1051 hand assembly tools. (Aircraft engineering bulletin, AEB-52) © 8Jun61; KK161319.

AIR DEVICES, INC. ©

Agitaire adjustable and non-adjustable diffusers, types BA and B. Appl. author: C. N. O'Day. © 28Jul61; KK160827.

AKRO-MILS, INC. ©

End clutter, get neatly organized; Miss Neat cabinets, handy storage for the young woman. Appl. author: Isidore C. Myers. © 16Oct61; KK163374.

ALBIN, CHARLES H. SEE Show-House.

AL-CON CHEMICAL CO. ©

Speed iron cuts ironing time in half, makes ironing easier, faster. One liquid quart. © 25Mar61; KK160056.

ALI.

For better health, minimize fatigue; everybody should wear Peplifts. The perfect arch supports. © Ali John Fiumedoro d.b.a. Ali; 27Nov61; KK163221.

ALLCRAFT, INC. ©

Binder-Bar, snap-on counter trim. Convenient order form. Appl. author: Rylander Advertising (Lloyd C. Rylander) © 29Jun61; KK160801.

ALLEN, BARBARA. ©

Shopping the town with Barbara Allen. (In Kalamazoo gazette, Nov. 24, 1961, p.20) © 24Nov61; KK163245.

ALLENTOWN (PA.) BICENTENNIAL COMMITTEE, INC.

Allentown, Pa., 1762-1962. 200th anniversary. Trout Hall. Official seal. (In Evening chronicle, Allentown, Pa., Sept. 29, 1961, p.22) © Allentown Bicentennial Committee, Inc.; 29Sep61; KK161779.

ALLIED PACKAGING COUNCIL. ©
United Dairies banana-strawberry Revel ice cream, by Riegel Paper Corp. Design no.101. One half gallon. © 28Jun61; KK159890.

ALLIED PREMIUM SALES, INC. ©
Lockheed F-104 A Starfighter, a genuine Hawk model. Appl. author: Harry E. Davis. © 22May61; KK160151.
Motorized Go Boy cart, a genuine Hawk model. Appl. author: Harry E. Davis. © 22May61; KK160153.
Spad XIII; Nieuport 17C-1. A genuine Hawk model. Appl. author: Harry E. Davis. © 22May61; KK160154.
Thunderstreak F-84F, a genuine Hawk model. Appl. author: Harry E. Davis. © 22May61; KK160152.
Vought Corsair F4U-1D. A genuine Hawk model. Appl. author: Harry E. Davis. © 22May61; KK160382.

ALLISON CO.
Spooky fun, tricks and magic. No.100. © Allison Co., solely owned division of Allison Industries, Inc.; 1Mar61 (in notice: 1960); KK159949.

ALLISON INDUSTRIES, INC. ALLISON CO.
SEE Allison Co.

ALPINE SHIRTMAKERS.
The American portrait. Newest packaging idea in shirt industry. (In Southwestern men's and boys' apparel club directory & buyers' guide, Oct. 30-Nov. 2, 1960, p.3 of cover) © Melvin M. Silverman d.b.a. Alpine Shirtmakers; 30Oct60; KK161255.

ALSIDE HOMES CORP. ©
Elegance of design with built-in leisure. Appl. author: James R. Hyde. © 28Nov61; KK162897.

ALTNOW, GEORGE GUSTAV.
Pacific Wire-Grams. SEE Pacific Wire Works Co.

AMANUS PRODUCTS CO., INC. ©
Denture cleanser. Net weight 3 1/2 ounces. Appl. author: Harold C. Hulings. © 1Aug61; KK161256.

AMATOM ELECTRONIC HARDWARE CO., INC. ©
Standoffs and spacers, electronic hardware reference manual. No.161-SS. Appl. author: Lowell Abeles. NM: revision. © 22May61; KK159945.

AMERICAN ADLID.
Oblong food lid cover with compass and food design. © Herbert Stone, Jerry Goldman & Samuel Streiter d.b.a. American Adlid; 18Oct61; KK163067.
Round food lid cover with compass and food design. © Herbert Stone, Jerry Goldman & Samuel Streiter d.b.a. American Adlid; 18Oct61; KK163068.

AMERICAN ANGUS ASSN. ©
They're worth more if they're black; Angus bulls breed on beef, not excess bone, belly, brisket. (In The Drovers journal, Mar. 29, 1961, p.7) © 29Mar61; KK163017.

AMERICAN CAN CO. DIXIE CUP DIVISION. ©
Beautiful new Dixie cup dispenser goes with any color scheme. (In The Saturday evening post, Oct. 14, 1961, p.3 of cover) Appl. author: Hicks & Greist, Inc. © 9Oct61; KK161949.
Blossom design. © 30Oct61; KK162322.
Dixie. Hawaiian design. © 4Dec61; KK163367.
Dixie disposable spoons, forks and knives. Bull's-eye header tag. Stock no.1793-24. © 3Jul61; KK160323.
Easter design. 12 fl. oz. (Dixie container, no.2182) © American Can Co., Dixie Cup Division; 9Nov61.
Bunnies. © KK162643.
Chickens. © KK162644.
Ducks. © KK162645.
Kids serve themselves; less work for you with a Dixie cup dispenser. (In The Saturday evening post, July 8, 1961, p.36) Appl. author: Hicks & Greist, Inc. © 3Jul61; KK160184.
Neat; yes, ice cream in Dixie cups helps keep kids neat and clean. (In The Saturday evening post, June 10, 1961, p.6) Appl. author: Hicks & Greist, Inc. © 5Jun61; KK159995.
The new Dixie cup dispenser goes with any color scheme. (In The Saturday evening post, Nov. 11, 1961, p.75) Appl. author: Hicks & Greist, Inc. © 6Nov61: KK162937.
This miracle lining in Dixie Mira-Glaze cups ends cardboard taste. (In Saturday evening post, Dec. 9, 1961, p.18) Appl. author: Hicks & Greist, Inc. © Dixie Cup Division of American Can Co. (in notice: A. C. C.); 4Dec61; KK163480.

AMERICAN CAN CO. MARATHON DIVISION.
SEE Marathon.

AMERICAN CARPET INSTITUTE, INC. ©
It's easy to care for your carpets & rugs. NM: revision. © 8May61; KK160076.

AMERICAN DISTILLING CO. ©
Hi-Ball straight bourbon whiskey. © 18Sep61; KK161894.

AMERICAN EXPORT LINES, INC. ©
Go way out to the West Indies on a beachcomber cruise. S.S. Atlantic. (In New York times, Sept. 17, 1961, p.20 XX) Appl. author: Cunningham & Walsh, Inc. © 17Sep61; KK161835.

AMERICAN HOME PRODUCTS CORP. ©
Arthritis sufferers; hospital test proves 9 out of 10 sufferers' minor pains relieved with new roll-in medication. (In Rockford register-republic, Nov. 6, 1961, p.B13) Appl. author: Lowell K. Cohn. © 6Nov61; KK162786.
Arthritis sufferers; new thermal-action relieves minor pains for hours. (In The Patriot, Harrisburg, Pa., Oct. 23, 1961, p.6) Appl. author: Lowell K. Cohn. © 23Oct61; KK162785.

AMERICAN HYGIENIC LABORATORIES, INC.
SEE Grenald, Ben Z.

AMERICAN LEGION. ©
Official American Legion award plaques. No. 73242F Past Commanders 60 yr. roster. Appl. author: James S. Whitfield. © 21Aug61; KK161095.
Official bowling or athletic shirts for Legionnaires. The Triumph. Appl. author: James S. Whitfield. NM: additions. © 21Aug61; KK161843.

AMERICAN MINERAL SPIRITS CO. ©
Amsco dairy waxes. Appl. author: Leo Burnett Co., Inc. © 21Apr61; KK160028.

AMERICAN MOLASSES CO. ©
Instant Practo-Ice; for all your icings, unequalled stability without boiling. 100 lbs. net. © 18Aug59; KK161130.
Practo-Ice; for all your icings, unequalled stability, whiteness and creaminess. 100 lbs. net. © 18Aug59; KK161131.
Sucrest instant dissolving sugar. Net wt. 5 pounds. © 3Mar60; KK161128.
Sucrest instant dissolving sugar. Net wt. 10 pounds. © 16Mar60; KK161129.

AMERICAN MONORAIL CO. CONVEYOR DIVISION. ©
Fits any plant layout, American chainless pusher conveyor. (In Industrial equipment news, Dec. 1961, p.78) © 1Dec61; KK162975.

AMERICAN MUTUAL LIABILITY INSURANCE CO. ©
America's top executives like the men from American Mutual. Endorsed by Albert Vinal. (In The Wall Street journal, Sept. 28, 1961, p.16-17) © 28Sep61; KK161945.
Call the man who'll save you money on home and car insurance. (In The Saturday evening post, Sept. 30, 1961, p.92-93) © 26Sep61; KK161942.
I like a man who can save us money. Endorsed by John S. Harrow. (In The Wall Street journal, July 6, 1961, p.9) © 6Jul61; KK160036.
I like a man who knows our business. Endorsed by Vernard D. Hanna. (In The Wall Street journal, Sept. 21, 1961, p.9) © 21Sep61; KK161944.
I like a man who respects my time. Endorsed by Charles Passmore. (In The Wall Street journal, July 28, 1961, p.2) © 28Jul61; KK160487.
I like a man who sticks with the job. Endorsed by John S. Thompson. (In Construction methods, Oct. 1961, p.82-83) © 10Oct61; KK161943.
I like a man who's really an expert. Endorsed by J. S. Sturgeon. (In The Wall Street journal, Oct. 20, 1961, p.6) © 20Oct61; KK162004.
I like men who know their business. [Endorsed by] J. S. Sturgeon. (In Business week, Oct. 28, 1961, p.48-49) © 26Oct61; KK162332.

AMERICAN OIL CO. ©
Something great, something new for even finer anti-knock performance; now try this new Amoco. (In The Tampa times, July 12, 1961, p.12) © 12Jul61; KK160304.

AMERICAN OIL CO. STANDARD OIL CO. (INDIANA) SEE Standard Oil Co. (Indiana)

AMERICAN REPUBLIC INSURANCE CO. ©
How dated is your hospitalization insurance? (In Reader's digest, Oct. 1961, p.156B-156D) Appl. author: Al Lockhart. © 21Sep61; KK162629.
The secret of buying hospital insurance that pays. (In Minneapolis Sunday tribune, Sept. 17, 1961, p.12) Appl. author: Al Lockhart. © 17Sep61; KK161832.

AMERICAN SAFETY RAZOR CO. SEE A. S. R. Products Co.

AMERICAN THERMOS PRODUCTS CO. ©
Tempos vacuum bottle by Thermos. © 16Nov61 (in notice: 1960); KK163282.
Thermos brand replacement stopper. No.722 triple seal. © American Thermos Products Co. (in notice: American Thermos Products Co., subsidiary of King-Seeley Thermos Co.); 15Aug61; KK161608.
Thermos brand vacuum ware plastic pitcher set. No.1239. Tag. © American Thermos Products Co. (in notice: American Thermos Products Co., subsidiary of King-Seeley Thermos Co.); 7Aug61; KK161609.

AMERICAN TOBACCO CO. ©
Dr. Frood has already ordered 9,652 remember how great records. Get ... for $1.00 and ten empty Lucky

AMERICAN TOBACCO CO.-Con.
Strike packs. (In The Southern Illinois University Egyptian, Feb. 14, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Feb61; KK163172.

Lucky strike presents Dear Dr. Frood. Beware of subliminal advertising. (In Boston University news, May 2, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2May61; KK160649.

Lucky Strike presents: Dear Dr. Frood. Dr. Frood's thought for the day: A little learning can be a dangerous thing. (In The Massachusetts Institute of Technology tech, Apr. 19, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Apr61; KK163170.

Lucky Strike presents: Dear Dr. Frood. Dr. Frood's thought for the day: A penny saved is a penny earned. (In The Colgate maroon, Jan. 18, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Jan61; KK163169.

Lucky Strike presents: Dear Dr. Frood. Dr. Frood's thought for the day: In college, it isn't who you know that counts, it's whom. (In Trinity College tripod, Mar. 6, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Mar61; KK163173.

Lucky Strike presents: Dear Dr. Frood. Dr. Frood's thought for the day: The best defense is a good offense. (In University of Idaho argonaut, Apr. 4, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Apr61; KK163175.

Lucky Strike presents Dear Dr. Frood. Don't let exams upset you. (In The University of Massachusetts collegian, May 10, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10May61; KK160651.

Lucky Strike presents the contest to end all contests, win the Froodmobile. (In Trinity College tripod, Mar. 13, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Mar61; KK163174.

Now on ABC-TV: Bachelor father, starring John Forsythe, presented by dual filter Tareyton. (In TV guide, Sept. 30-Oct. 6, 1961, p.A58) Appl. author: L. C. Gumbinner Advertising Agency. © 27Sep61; KK161638.

Pall Mall. (In The Day Jewish journal, Sept. 8, 1961, p.10) Appl. author: L. C. Gumbinner Advertising Agency. © 8Sep61; KK161303.

Pall Mall's natural mildness is so good to your taste. [Christmas carton] (In Look, Dec. 19, 1961, p.43) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5Dec61; KK163424.

Pall Mall's natural mildness is so good to your taste. [Plums] (In Look, Nov. 21, 1961, p.42-43) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Nov61; KK163423.

Remember how great? Get these twelve great original recordings ... for $1.00 and ten empty Lucky Strike packs. (In Ball State news, Feb. 3, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Feb61; KK163167.

Remember how great? Get these twelve original recordings in one 12" LP album. Lucky Strike. (In Afro-American, Jan. 24, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Jan61; KK160643.

Remember how great cigarettes used to taste? Luckies still do. James O. King designs bridges, smokes Luckies. (In Ebony, Sept. 1961, p.19) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Aug61; KK162376.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Duck blind scene. (In Grit, Feb. 5, 1961, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Feb61; KK160645.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Endorsed by Paul Keene. (In Ebony, July 1961, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Jun61; KK160641.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Endorsed by Paul Keene. (In Philadelphia tribune, May 23, 1961) © 23May61; KK160637.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Endorsed by Thomas Richardson. (In Baltimore Afro-American, Mar. 21, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Mar61; KK160644.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Endorsed by Thomas Richardson. (In Ebony, May 1961, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Apr61; KK160982.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Girl in swimsuit. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jun61; KK160638.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Lifeguard. (In Life, Mar. 31, 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Mar61; KK160647.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Race car driver. (In Life, Apr. 28, 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Apr61; KK160648.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Skiers. (In Life, Mar. 3, 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Feb61; KK160646.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike cigarettes. [Endorsed by Frank Gifford seated in den] (In Life, Oct. 13, 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct61; KK162578.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike cigarettes. Endorsed by James O. King. (In Baltimore Afro-American, July 25, 1961) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jul61; KK163168.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike cigarettes. [Two men keeping score at baseball game] (In The Saturday evening post, Aug. 12, 1961, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Aug61; KK163171.

Sam Jones, durable pitching ace of the San Francisco Giants, says "You bet I smoke Tareytons, and so do most of my team mates". (In Ebony, Oct. 1961, p.31) Appl. author: L. C. Gumbinner Advertising Agency. © 16Sep61; KK161818.

Sam Jones, durable pitching ace of the San Francisco Giants, says: You bet I smoke Tareytons, and so do most of my teammates. (In The Campus digest, Tuskegee Institute, Oct.14, 1961, p.5) Appl. author: L. C. Gumbinner Advertising Agency. © 14Oct61; KK161931.

Tareyton delivers the flavor. Endorsed by Billy Bruton. (In Ebony, Aug. 1961, p.35) Appl. author: L. C. Gumbinner Advertising Agency. © 15Jul61; KK160723.

Tareyton delivers the flavor. Golfer. (In Newsweek, Oct. 16, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 11Oct61; KK161930.

Tareyton delivers the flavor, dual filter does it. Airline scene. (In Newsweek, Sept. 18, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 13Sep61; KK161590.

Tareyton delivers the flavor, dual filter does it. Gardening scene. (In Newsweek, June 26, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 21Jun61; KK159941.

Tareyton delivers the flavor; dual filter does it. Marina scene. Appl. author: L. C. Gumbinner Advertising Agency. (In Time magazine, Aug. 18, 1961, p.4 of cover) © 15Aug61; KK161101.

Tareyton delivers the flavor, dual filter does it. Roman boxer. (In The Daily lasso, Texas Woman's College, Sept. 18, 1961, p.4) Appl. author: L. C. Gumbinner Advertising Agency. © 18Sep61; KK161589.

Tareyton delivers the flavor, dual filter does it. Roman charioteer. (In The Daily lasso, Texas Woman's University, Denton, Tex., Sept. 26, 1961, p.3) Appl. author: L. C. Gumbinner Advertising Agency. © 26Sep61; KK161711.

Tareyton delivers the flavor, dual filter does it. Roman gladiator. (In New York University Heights daily news, Sept. 25, 1961, p.13) Appl. author: L. C. Gumbinner Advertising Agency. © 25Sep61; KK161591.

Tareyton delivers the flavor, dual filter does it. Roman litter. (In The Ohio University post, Oct. 9, 1961, p.4) Appl. author: L. C. Gumbinner Advertising Agency. © 9Oct61; KK161908.

Tareyton delivers the flavor, dual filter does it. Roman runner. (In The Ohio University post, Oct. 16, 1961, p.4) Appl. author: L. C. Gumbinner Advertising Agency. © 16Oct61; KK161909.

Taste Pall Mall, so good, good, good. [Fruit cocktail & pack of cigarettes] (In Newsweek, Oct. 2, 1961, p.25) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Sep61; KK162328.

Taste Pall Mall, so good, good, good. [Pack of cigarettes & peach half] (In Newsweek, Sept. 4, 1961, p.33) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 30Aug61; KK161336.

Taste Pall Mall, so good, good, good. [Pack of cigarettes & pear half] (In Farm journal, July 1961, p.22) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 17Jun61; KK160021.

Taste Pall Mall, so good, good, good. [Pack of cigarettes & slice of watermelon] (In Newsweek, Aug. 7, 1961, p.21) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 2Aug61; KK160967.

AMWAY SALES CORP. ©
Cleaning facts concerning soap detergents and new Amway liquid organic cleaning concentrate. © 1Aug60; KK160194.

Hot news; now is the time to come to the aid of your car with Amway auto care products. © 10Jul61; KK160093.

L. O. C., liquid organic cleaning concentrate for dishes, hand laundry, all cleaning. 32 fluid ounces. © 1Jun61; KK160454.

Plastic and leather cleaner. Contents 16 fl. oz. © 1Jun61; KK160453.

Silicone glaze for all automotive finishes. Net contents 16 fl. oz. © 15Jun61; KK160456.

Tire sidewall cleaner & tar remover. Contents 16 fl. oz. © 15Jun61; KK160457.

Wax preserving car wash. Contents 16 fl. oz. © 1Jun61; KK160458.

World's finest non-toxic silver polish. Net contents 16 fl. oz. © 1Jun61; KK160455.

AMWAY SALES CORP. APPLE VALLEY PRODUCTS CO. SEE Apple Valley Products Co.

ANDERSON, LEE. ©

For shopping-day trips and touching-up lips; Mirroreminder. © 2Aug61; KK160999.

ANDERSON BOX CO. ©

Egg carton design no.503. One dozen eggs. Appl. author: Riegel Paper Corp. © 20Oct61; KK162003.

ANDERSON, CLAYTON & CO., INC. ©

In the Springfield area, everybody wins a cash prize or gift in the Seven Seas cookings sauces recipe contest. (In Springfield news & leader press, Aug. 3, 1961, p.32) © 3Aug61; KK161300.

It takes all these, plus TLC to make new Seven Seas salad dressings so good. (In Chicago daily news, Sept. 14, 1961, p.45) © 14Sep61; KK162925.

New idea in frozen food convenience: real home-baked cake ... Mrs. Tucker's ready-to-bake cake. (In Peoria journal star, Oct. 19, 1961, p.D-20) © 19Oct61; KK162924.

One cent get-acquainted sale. 4 new Seven Seas salad dressings. Italian. (In Chicago tribune, Sept. 26, 1961, p.36) © 21Sep61; KK162116.

A salad to make you famous. New Seven Seas Italian dressing. (In Cleveland plain dealer, Nov. 10, 1961, p.26) © 10Nov61; KK162923.

Take any combination, serve it with Seven Seas salad dressing, and you've added the touch of perfection that means superb salad. (In Chicago tribune, Nov. 17, 1961, pt.3, p.2) © 17Nov61; KK162922.

ANDERSON, CLAYTON & CO., INC. FOODS DIVISION.

Creative cooking made easy; new Seven Seas cooking sauces give that million dollar taste to budget dishes. (In Springfield daily news, July 14, 1961, p.34-35) © Anderson, Clayton & Co., Inc. (in notice: Anderson, Clayton & Co., Foods Division); 14Jul61; KK160612.

Mrs. Tucker's ready-to-bake cake; fluffy white. Net wt. 10 ozs. © Anderson, Clayton & Co., Inc. (in notice: Anderson, Clayton & Co., Foods Division); 4Sep61; KK163055.

Mrs. Tucker's ready-to-bake cake. French coffee cake. Net wt. 14 ozs. © Anderson, Clayton & Co., Inc. (in notice: Anderson, Clayton & Co., Foods Division); 4Sep61; KK162113.

Mrs. Tucker's ready-to-bake cake. Golden pound cake. Net wt. 14 ozs. © Anderson, Clayton & Co., Inc. (in notice: Anderson, Clayton & Co., Foods Division); 4Sep61; KK162115.

Mrs. Tucker's ready-to-bake cake. Sugar 'n spice. Net wt. 10 ozs. © Anderson, Clayton & Co., Inc. (in notice: Anderson, Clayton & Co., Foods Division); 4Sep61; KK162114.

Mrs. Tucker's ready-to-bake cake; Swiss chocolate. Net wt. 9 ozs. © Anderson, Clayton & Co., Inc. (in notice: Anderson, Clayton & Co., Foods Division); 4Sep61; KK163056.

ANDERSON CO. ©

Anco check sheet. Blade and arm replacements for wrap-around, curved, and flat windshields on commercial vehicles. Weatherly index 230. © 24May61; KK161449.

Anco dealer's stock checking guide. Universal wiper blades. © 24May61; KK161451.

Anco windshield wiper blades and arms. Weatherly index 230. Catalog sheet. © 24May61; KK161450.

Ask how you get your Anco quality discovery bonus pack. © 24Jul61; KK161901.

Dealer's certification of sale and delivery of car and home owners Anco quality discovery bonus pack A. © 24Jul61; KK161444.

Here now, car and home owners: Get your Anco quality discovery bonus. Skin cleanser and conditioner. Window poster. © 24Jul61; KK161443.

Here's why you now get greater convenience in buying and highest value of product per dime you invest. Skin cleanser and conditioner. Folder. © 24Jul61; KK161447.

Mr. Anco dealer: Here's how Anco now helps you get back your lost profits. Car and home owners bonus pack A. © 24Jul61; KK161448.

New, Anco glass cleaner concentrate. Display card. © 24Jul61; KK161456.

New, Anco glass cleaner concentrate. Stock no.2005. Weatherly index 702. Catalog sheet. © 24Jul61; KK161455.

New, Anco year-round motor fuel conditioner. Stock no.2007. Weatherly index 652. Catalog sheet. © 24Jul61; KK161452.

New, year-round motor fuel conditioner gives quick, full power. Anco. © 24Jul61; KK161445.

Now, Anco helps you as you fight to get back your lost profits with this new Anco market reclamation project. Skin cleanser and conditioner. © 24Jul61; KK161453.

Save this; after trying these Anco quality discovery products, complete this card and please drop it in mail. Skin cleanser and conditioner. © 24Jul61; KK161446.

Sell the Anco refill story. Red-Dot Turtleback wiper blade refills. Transmittal card. © 24Jul61; KK161454.

ANDREWS, ANATOL N. ©

Rol-Lex. © 17Jul61; KK161682.

Rol-Lexicon. © 17Jul61; KK161683.

ANGOSTURA-WUPPERMANN CORP. ©

How to make a good drink better; dash angostura on the ice before you pour your whiskey. Glass with ice. (In The New Yorker, Oct. 14, 1961, p.183) Appl. author: Foote, Cone & Belding. © 12Oct61; KK162946.

How to make a good drink better; dash angostura on the ice before you pour your whiskey. (In Sports illustrated, Nov. 20, 1961, p.E3) Appl. author: Foote, Cone & Belding. © 11Nov61; KK162945.

How to make a good drink better. Enjoy ... gin & bitters. (In Sports illustrated, Nov. 27, 1961, p.E4) Appl. author: Foote, Cone & Belding. © 24Nov61; KK163439.

ANHEUSER-BUSCH, INC. ©

America's most refreshing beer; Busch Bavarian. (In Cahokia Downs official program) Appl. author: Russell Dopke. © 1Jun61; KK160020.

August A. Busch, Jr. makes an important announcement to the people of Brownsville. (In The Brownsville herald, July 7, 1961, p.3) Appl. author: Robert De Havilland. © 7Jul61; KK160610.

August A. Busch, Jr., makes an important announcement to the people of Dothan. The name is Busch Bavarian. (In The Dothan eagle, Mar. 29, 1961, p.9) Appl. author: Robert De Havilland. © 29Mar61; KK159858.

August A. Busch, Jr., makes an important announcement to the people of Harlingen. Busch Bavarian. (In Valley morning star, Harlingen, Tex., July 7, 1961, p.5) Appl. author: Robert De Havilland. © 7Jul61; KK161231.

August A. Busch, Jr., makes an important announcement to the people of Laredo. Busch Bavarian. (In The Laredo times, July 7, 1961, p.5) Appl. author: Robert De Havilland. © 7Jul61; KK160556.

Getting set for the holidays? This calls for Budweiser, king of beers. Christmas ornament. (In Columbia Missourian, Dec. 5, 1961, p.8) Appl. author: D'Arcy Advertising Co. © 5Dec61; KK163357.

More taste, more heartiness, more satisfaction. Busch Bavarian. Beach scene. (In St. Louis Cardinals scorecard, back cover) Appl. author: Russell Dopke. © 15May61; KK160419.

More taste, more heartiness, more satisfaction. Busch Bavarian. Skier on slope. (In St. Louis Cardinals scorecard, back cover) Appl. author: Russell Dopke. © 15May61; KK160417.

More taste, more heartiness, more satisfaction. Busch Bavarian. [Three climbers on mountain] (In St. Louis Cardinals scorecard, back cover) Appl. author: Russell Dopke. © 15May61; KK160420.

More taste, more heartiness, more satisfaction. Busch Bavarian. Three skiers. (In St. Louis Cardinals scorecard, back cover) Appl. author: Russell Dopke. © 15May61; KK160421.

This calls for Budweiser. Couple at night club table. (In Time, Dec. 8, 1961, p.94) Appl. author: D'Arcy Advertising Co. © 8Dec61; KK163358.

This calls for Budweiser. [Saturday night tavern scene] (In Chicago daily tribune, Oct. 5, 1961, pt.5, p.13) Appl. author: D'Arcy Advertising Co. © 5Oct61; KK161770.

ANSON (ART) INC. ©

Gifts worth a fortune in laughs, but nothing in cash. No.31, Bikini for men. Appl. author: Arthur H. Anson. © 11May61; KK160155.

The newest and most amusing going away gift; toilet doilies, Toilies. Worth a fortune in laughs, but nothing in cash; no.61, Traveling man's security. Appl. author: Arthur H. Anson. © 6Jul61; KK160449.

ANTI-HYDRO WATERPROOFING CO. ©

Anti-Hydro stops dampness and moisture penetration in concrete slabs on fill. Appl. author: Mortimer W. Meyer. © 15Jun61; KK162408.

Don't let cold weather slow up masonry or concrete work. Appl. author: Mortimer W. Meyer. © 15Sep60; KK162405.

The family fallout shelter. Appl. author: Mortimer W. Meyer. © 15Aug61; KK162406.

Free these floors from dust. Armortop. Appl. author: Mortimer W. Meyer. © 15Sep60; KK162407.

APON RECORD CORP. ©
Bohemian polkas, sung by Ultraphon Duo. Balsanek and Vasata Orchestras. Apon-2463. © 15Jun61; KK160979.
Czech waltzes. Apon-2464. © 15Aug61; KK160976.
Slovak gypsy melodies. Emil Nemes and his orchestra. Apon-2434. © 22Aug61; KK160978.
This is Slovakia; folk songs and dances. Apon-2465. © 24Aug61; KK160977.

APPLE VALLEY PRODUCTS CO.
D-18 liquid detergent. Net contents 1 quart liquid. © Apple Valley Products Co., solely owned by Amway Sales Corp.; 20Jul61; KK161046.

APPLIANCE ASSOCIATES, INC. ©
Announcement to everyone who buys food. Appliance bonus plan A/B. (In Pittsburgh press, Nov. 5, 1961, section 7, p.1) © 5Nov61; KK163283.

AQUA-DIAL. ©
Fully automated sprinkler systems. (Fully automatic sprinkler systems) © 10Jul61; KK160981.

ARDEN (ELIZABETH) CORP. ©
The gala look of Elizabeth Arden. Let's Dance lipstick. (In The New Yorker, Oct. 14, 1961, p.94-95) © 14Oct61; KK161886.

ARMCO STEEL CORP. UNION WIRE ROPE. SEE Union Wire Rope.

ARMOUR PHARMACEUTICAL CO. ©
Don't let erysipelas eat into your hog profits, control this profit robber by treating your baby pigs with Erygen or Sweb. (In National hog farmer, Jan. 1961, p.2) © 26Dec60 (in notice: 1961); KK160445.
For farmers who know the dollars and sense of hog profits; Nonemic, iron-dextran complex. (In Iowa farm and home register, Jan. 15, 1961, p.19H) © 15Jan61; KK160142.
Hog cholera bulletin, no.1. Antrate-H. C.; Armovac-A. (In Iowa farm and home register, Mar. 12, 1961, p.24-H) © 12Mar61; KK160144.
Hog cholera bulletin, no.2. Antrate-H. C.; Armovac-A. (In Iowa farm and home register, Apr. 9, 1961, p.15H) © 9Apr61; KK160145.
Hog cholera bulletin, no.3. Antrate-H. C.; Armovac-A. (In Iowa farm and home register, May 14, 1961, p.17H) © 14May61; KK160146.
Hundreds of pellets of protection against angina; Pentritol Tempules. (In American journal of cardiology, Feb. 1961, p.29) © 1Feb61; KK160143.
Seen often of late. Chymoral, oral systemic anti-inflammatory enzyme tablet. (In Drug topics, Jan. 1961, p.26) © 30Jan61; KK160141.
To see is to believe the advantages of Chymar ointment in common foot lesions. (In Journal of the American Podiatry Assn., Dec. 1960, p.953) © 15Dec60; KK160139.
What now? Chymar, for one thing to control inflammation, swelling and pain in accidental trauma and surgical procedures. (In Hospital progress, Feb. 1961, pt.1, p.118) © 10Feb61; KK160140.

ARMSTRONG HYDRAULICS, INC. ©
Extraordinary, the extra money you'll make looking under cars when you sell Armstrong patented shock absorbers. (In Motor, Aug. 1961, p.181) Appl. author: Hanson & Stevens, Inc. © 15Aug61; KK162420.

ARNETT, LEN D. SEE Better Homes Improvement Dept.

ARNOLD, ARNOLD. ©
Picture printer. No.945. © 1Jun61; KK159847.

ARNOLD BAKERS, INC. ©
All butter cookies. Net wt. 5 3/4 oz. © 29Nov61; KK163216.
Chocolate, 15 cookies. Net wt. 7 1/4 oz. © 5Jul61; KK160568.

ASCARI, ANGELA. SEE Ascari Originals.

ASCARI ORIGINALS.
Merry-go-round; styled canine apparel reveals individuality. © Angela Ascari d.b.a. Ascari Originals; 28Aug61; KK161522.

ASQUITH, BENNETT. ©
Esmond ceram bake oven-to-table accessories. © 8Dec55; KK161007.
Esmond kitchen & patio mates. © 8Dec55; KK161006.

ASSOCIATED MATCH COMPANIES, INC. ©
Show off your Christmas cards, just hang them on the line with Show Offs. © 5Oct61; KK161814.

ASSOCIATED SPRING CORP. ©
It's A.S.C.'s 4-way customer-pleaser. Spring Flow Pack simplifies inventory and assembly. NM: new material. © 1Nov61; KK162434.

ASTRONAUTICS.
Now launch your own tiny astronaut into space and parachute it back alive every time with the exclusive new A/OK flying rocket. (In Sunday news, New York, July 23, 1961, section 2, p.9) Appl. author: Donahue & Coe, Inc. © Donald G. Garofalow & Edward Schlosser d.b.a. Astronautics; 22Jul61; KK160964.

ATLAS SUPPLY CO. ©
When the choice is yours, choose Atlas. Batteries. (In the Progressive farmer, Aug. 1961, p.14) Appl. author: McCann-Erickson, Inc. © 15Jul61; KK161330.
When the choice is yours, choose Atlas. Perma-Ful batteries. (In The Saturday evening post, Oct. 14, 1961, p.44) Appl. author: McCann-Erickson, Inc. © 10Oct61; KK162538.
When the choice is yours, choose Atlas. Perma-Guard anti freeze. (In The Progressive farmer, Oct. 1961, p.46) Appl. author: McCann-Erickson, Inc. © 15Sep61; KK161874.
When the choice is yours, choose Atlas Bucron tires. (In The Progressive farmer, Sept. 1961, p.40-41) Appl. author: McCann-Erickson, Inc. © 15Aug61; KK161873.

AUDETTE OFFICE EQUIPMENT CO. ©
It's bonus time at Audette's, a complete intercom system ... free with the purchase of the new Royal electric, totally superior in every way to every other electric. Appl. author: Charles P. Audette. © 1Nov61; KK162718.

AUDIO FIDELITY, INC. ©
The best of the phenomenal Dukes of Dixieland. AFSD 5956. © 2Oct61; KK162357.
Circus carnival calliope. Featuring the circus calliopes at Paul Eakins' Gay 90's Village, Sikeston, Missouri. AFSD 5958. © 2Oct61; KK162358.
Giant Wurlitzer pipe organ with bells, chimes and glockenspiels. Leon Berry. AFSD 5905. © 2Oct61; KK162355.
Marches, songs, speeches; Nazi Germany-WW II. Hitler's inferno, v.2. AM 2450. © 2Oct61; KK162352.
Mexico, v.3. Mariachi Miguel Dias and his Mexican trumpets, guitars, violins and voices. AFSD 5957. © 2Oct61; KK162351.
Paris. Jo Basile's accordion and orchestra featuring massed strings. AFSD 5955. © 2Oct61; KK162354.
Roaring Twenties at the Gaslight. Marty Grosz & Orchestra. AFSD 5935. © 2Oct61; KK162356.
Roman holiday. Jo Basile, accordion & orchestra. AFSD 5915. © 1Jun61; KK160630.
Songs of Spain. Fernando Sirvent y El Quinteto Basco. AFSD 5951. © 2Oct61; KK162353.
Sound effects, volume 2. Doctored for super stereo. DFS 7010. © 1Jun61; KK160631.

AUSTIN, BEN RAGAN. ©
Let him hear. Charles H. Scott, in 1895, wrote an exhultant [sic] hymn which said, Open my ears, illumine me, spirit divine. (In The Atlanta journal, Oct. 27, 1961) © 27Oct61; KK163223.
Let him hear. Grown children have a rare opportunity to repay their parents when at the conclusion of a hearing test they turn to this son or daughter and ask: Should I buy a hearing aid? (In The Atlanta journal, Sept. 14, 1961, p.7) © 14Sep61; KK162443.
Let him hear. If you need glasses, would you get only one lens? (In The Atlanta constitution, Oct. 5, 1961) © 5Oct61; KK163224.
Let him hear. Make a joyful noise unto the Lord, come before his presence with singing. (In The Atlanta journal, Sept. 5, 1961) © 5Sep61; KK162444.
Let him hear. Most diseases are like a rattlesnake. (In The Atlanta constitution, Oct. 12, 1961) © 12Oct61 (in notice: 1959); KK163225.
Let him hear. Often when a man's hearing is being tested he will turn to his wife ... and will ask: Honey, should I buy a hearing aid? (In The Atlanta constitution, Sept. 20, 1961) © 20Sep61; KK162442.
Let him hear. Recently I checked the hearing of a ten-year-old boy who had a speech defect. (In The Atlanta journal, Oct. 18, 1961) © 18Oct61; KK163226.
Let him hear. St. Paul would have been a wonderful worker with the hard of hearing because he could make people understand. (In The Atlanta journal, Sept. 20, 1961) © 20Sep61; KK162441.
Let him hear. The man who had five talents used his. (In The Atlanta journal, Aug. 30, 1961) © 30Aug61; KK163285.
Let him hear. To those hard-of-hearing people who say, I hear too much anyway, or, there is nothing worth hearing, let me quote from St. Paul, 1 Corinthians, 14:10-11. (In The Atlanta constitution, Oct. 10, 1961, p.11) © 10Oct61; KK163222.
Let him hear. When John the Baptist inquired as to whether or not Jesus was the real Christ, Jesus sent his disciples to tell about his miracles. (In The Atlanta journal, Sept. 13, 1961) © 13Sep61; KK162440.

AUTO-HEAT CORP. ©
Presenting the Auto-Heat Corp., fuel oil distributors, supplying Long Island homes for 33 years. © 16May61; KK159871.

AUTO HOME CLOTHES HANGER ENTERPRISE. ©
Clothes hanger; loader, carrier, hanger, unloader. Model no.200. Appl. author: Johnny Howard Marshall. © 29Nov61; KK162873.

AUTOPOINT CO. ©
Great new idea. Famous no.301 index. Appl. author: James M. Edwards. © 15Aug61; KK161226.

AVANT GARDES.
Announcing Avant Gardes Cantabridgian; 25B1-25B6. © Richard Daniel Copaken & Mark Talisman d.b.a. Avant Gardes; 12Jul61; KK161837.

You're listed in my little black book under birthdays. Vivantes. 25C1-25C12. © Richard Daniel Copaken & Mark Talisman d.b.a. Avant Gardes; 12Jul61; KK161836.

AVIS, INC. ©
Always in season; Avis is always blooming with fast, courteous service, clean, clean, clean cars. Rent-a-car. (In National farm & garden, Oct. 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 1Oct61; KK161877.

Application for Avis international credit card ... A local call to Avis reserves you a car anywhere in the world. © 31Aug61; KK162248.

Are you now, or have you ever been the holder of an Avis credit card? Rent-a-car. (In The New Yorker, Sept. 2, 1961, p.71) Appl. author: McCann-Erickson, Inc. © 31Aug61; KK161326.

Avis admits defeat. Rent-a-car. (In Sports illustrated, Sept. 25, 1961, p.78) Appl. author: McCann-Erickson, Inc. © 21Sep61; KK161876.

Avis analyzed by eminent professor. Rent-a-car. (In Sports illustrated, Oct. 16, 1961, p.86) Appl. author: McCann-Erickson, Inc. © 12Oct61; KK162537.

Avis crowned car rental king. (In The New Yorker, Sept. 16, 1961, p.84) Appl. author: McCann-Erickson, Inc. © 14Sep61; KK161878.

Daddy and I want to talk, dear, play in the other room. Rent-a-car. (In Sports illustrated, Oct. 2, 1961, p.90) Appl. author: McCann-Erickson, Inc. © 28Sep61; KK161875.

Get a horse in Afyonkarahisar. Rent-a-car. (In The New Yorker, July 8, 1961, p.65) Appl. author: McCann-Erickson, Inc. © 6Jul61; KK161327.

It's always out at our place. Rent-a-car. (In The New Yorker, Oct. 28, 1961, p.193) Appl. author: McCann-Erickson, Inc. © 26Oct61; KK162540.

It's like carrying your own car along. Rent-a-car. (In Newsweek, Oct. 16, 1961) Appl. author: McCann-Erickson, Inc. © 11Oct61; KK162539.

Reserve ahead. Rent-a-car. (In The New Yorker, Aug. 19, 1961, p.59) Appl. author: McCann-Erickson, Inc. © 17Aug61; KK161325.

This new referral commands an Avis car anywhere, anytime. Rent-a-car. (In The Travel agent, ASTA convention issue, Oct. 1961, p.33) Appl. author: McCann-Erickson, Inc. © 1Oct61; KK161880.

When the going gets rough, quit. Rent-a-car. (In The New Yorker, July 22, 1961, p.61) Appl. author: McCann-Erickson, Inc. © 20Jul61; KK161328.

Whenever Bascombe Straddle goes stumping, he uses Avis. Rent-a-car. (In The New Yorker, Aug. 5, 1961, p.65) Appl. author: McCann-Erickson, Inc. © 3Aug61; KK161329.

Why backtrack? Rent an Avis car in one city. Get an Avis one-way rate. (In Time, Sept. 8, 1961, p.2-3) Appl. author: McCann-Erickson, Inc. © 5Sep61; KK161879.

AVON COSMETICS.
Avon calling for 75 years. (In Progressive farmer, May 1961, p.62) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, accepted alternative designation of Avon Products, Inc.; 20Apr61; KK162715.

It's new, it's an ethereal fragrance, it's Somewhere by Avon. (In Progressive farmer, Sept. 1961, p.50) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, accepted alternative designation of Avon Products, Inc.; 18Aug61; KK163062.

Return of an old love, Avon's new-again lavender sachet. (In Good housekeeping, June 1961, p.41) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, accepted alternative designation of Avon Products, Inc.; 18May61; KK162716.

Traditional Christmas call, gifts by Avon. Topaze. (In Parents' magazine, Oct. 1961, p.41) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, accepted alternative designation of Avon Products, Inc.; 25Sep61; KK162713.

Traditionally Christmas, gifts by Avon. Cotillion. (In Good housekeeping, Nov. 1961, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, accepted alternative designation of Avon Products, Inc.; 19Oct61; KK162714.

You in an aura of Avon fragrance. Persian Wood mist. (In Ladies' home journal, July 1961, p.74) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics, accepted alternative designation of Avon Products, Inc.; 29Jun61; KK162717.

AVON PRODUCTS, INC. SEE Avon Cosmetics.

B

B. B. SEE Beebe Bros. Manufacturing Co.

B. F. D. CORP. SEE Brown-Forman Distillers Corp.

B.T. CO. SEE Bankers Trust Co., New York.

BABSON BROS. CO. ©
Compare genuine Surge with the very best imitation so far produced. Bucket milker with new vacuum saver shells. (In Hoard's dairyman, Oct. 25, 1961) Appl. author: Bert S. Gittins Advertising, Inc. © 25Oct61; KK162085.

More milk with less work. Surge equipment. (In Hoard's dairyman, June 25, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Jun61; KK160078.

Now in existing stanchion barns, Tonganoxie vacuum system for pipeline milking. (In Hoard's dairyman, Oct. 10, 1961, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Oct61; KK161712.

Picture window milking builds pride. Surge. (In Hoard's dairyman, Aug. 10, 1961, p.772) Appl. author: Bert S. Gittins Advertising, Inc. © 10Aug61; KK160921.

So much better than the very best imitation ever built. Genuine Surge bucket milker. (In Hoard's dairyman, Nov. 10, 1961) Appl. author: Bert S. Gittins Advertising, Inc. © 10Nov61; KK162499.

BACARDI IMPORTS, INC. ©
Be a highball expert. Put rum in a highball? (In The New Yorker, June 20, 1959, p.103) Appl. author: Brooke, Smith, French & Dorrance, Inc. NM: revision. © 20Jun59; KK162150.

BACHARACH INDUSTRIAL INSTRUMENT CO. ©
Stack loss calculator. © 30Jul61; KK162049.

BAGDASARIAN (RICHARD) INC. ©
Bagdad brand. © 26May61; KK162881.

BAILEY, FRED J.
Colonial York Tourist Bureau, Schmidt Building, York, Pa. SEE Colonial York Tourist Bureau.

BALL BROS. CO. ©
Better for freezing or preserving, Ball Can or Freez jars save time, work, money, bother. (In Star, Muncie, Ind., June 14, 1961, p.7) Appl. author: Applegate Advertising Agency, Inc. © 14Jun61; KK159884.

New Hygeia nurser prevents infant feeding problems. (In Obstetrical and gynecological survey, June 1961, p.10) Appl. author: Applegate Advertising Agency, Inc. © 25May61; KK160187.

New rubber 50% thicker; you'll get a perfect seal every time. Dome lids. (In Tribune-gazette, Clintonville, Wis., Aug. 17, 1961, p.5) Appl. author: Applegate Advertising Agency, Inc. © 17Aug61; KK161191.

So that you'll get a perfect seal time after time, we made 1,194 scientific experiments to perfect new Ball dome lids. (In Press-gazette, Green Bay, Wis., Aug. 17, 1961, p.26) Appl. author: Applegate Advertising Agency, Inc. © 17Aug61; KK161190.

Where in the *&!!=! are the Ball jars and dome lids? (In The Clover Farm bee, Aug. 1961, p.2-3) Appl. author: Applegate Advertising Agency, Inc. © 1Aug61; KK161186.

You'll look lovely in your new split personality. Carole King; Can or Freez jars. (In Seventeen, Sept. 1961, p.105) Appl. author: Applegate Advertising, Inc. © 1Sep61; KK161189.

You'll look lovely in your new split personality. Doris Dodson sportswear; Can or Freez jars. (In Seventeen, July 1961, p.35) Appl. author: Applegate Advertising Agency, Inc. © 1Jul61; KK160186.

You'll look lovely in your new split personality. Doris Dodson sportswear; Can or Freez jars. (In Seventeen, Aug. 1961, p.138) Appl. author: Applegate Advertising Agency, Inc. © 1Aug61; KK161188.

BALLANTINE (P.) & SONS. ©
Enjoy today's Ballantine beer, golden mellow from Ballantine's own golden harvest. (In The Newark star-ledger, Oct. 18, 1961, p.28) © 18Oct61; KK162481.

BALLY BLOCK CO. ©
Care and treatment of Bally laminated maple tops. © 30Aug61; KK161080.

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., SAN FRANCISCO.
Man-on-the-spot in Beirut. (In U. S. news and world report, Sept. 25, 1961, p.3 of cover) © Bank of America National Trust & Savings Assn.; 18Sep61; KK161557.

BANKERS TRUST CO., NEW YORK.
America's story is on Europe's newsstands. (In Newsweek, Sept. 18, 1961, p.1) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 18Sep61; KK162365.

Automatic savings plan. Folder. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 6Jun61; KK163110.

The difference ... can be bridged by your Bankers Trust savings account. Sight-seeing trip around Manhattan. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 5Jul61; KK163112.

BANKERS TRUST CO., NEW YORK.-Con.

Enjoying the good things America offers ... relieve them with a Bankers Trust personal loan. Statue of Liberty on Liberty Island. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 1Aug61; KK163114.

No matter what you're buying, it's faster and easier with a Bankers Trust checking account. Greenwich Village. Outdoor art show. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 6Sep61; KK163113.

Plan your future tonight. Personal loans. Hansom cab in Central Park. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 16Jun61; KK163115.

The shortest distance between you and your goals may be a Bankers Trust savings account. Brooklyn Bridge. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 24Apr61; KK163116.

Travelers cheques. Folder. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 7Jul61; KK163111.

What's in these pay envelopes besides money? (In Business week, Nov. 25, 1961, p.3) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 25Nov61; KK163083.

You can give a boy his today's dreams at the river's edge. Personal loans. Fulton Street wharf. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 4Apr61; KK163117.

BARKER, MELVERN. ©

Shipshape boy. Jacket illus. © 10Oct61; KK162475.

BARR (ART) ADVERTISING, INC. ©

Dial-A-Tonic; here is your Quinac mixer guide. Canada Dry quinine water. Appl. author: Arthur Barr. © 10Jul61; KK160119.

Free Color Fun paint set for kids; paint the astronaut. Canada Dry. Appl. author: Arthur Barr. © 25Sep61; KK161414.

BARRICINI, INC. ©

Candle lighting and 3 year calendar of Jewish holidays. © 1Jul61; KK160523.

BARTON'S CANDY CORP. ©

Baked by Barton's especially for Rosh Hashanah: miniature honey cakes with almonds. (In New York world telegram & the sun, Aug. 30, 1961, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug61; KK162071.

Nine historic synagogues. (In The New York times, Aug. 20, 1961, p.74) Appl. author: Doyle Dane Bernbach, Inc. © 20Aug61; KK161388.

To Israel as Barton's guest? Bonbonniere. (In Women's league outlook, Sept. 1961, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 28Aug61; KK162857.

BASSETT (W. E.) CO. ©

Feature elegance by Heirloom. Treasure Chest sets on display pay their way. © 18Jul61; KK162632.

Heirloom better gift accessories by Trim. Commodore, genuine roser pigskin case. © 1Feb60 (in notice: 1959); KK160117.

New Heirloom treasure chest by Trim. © 26May61; KK161715.

Trim manicure implements for extra profits. © 1Jul60; KK160118.

Viscount, the superlative good grooming set. © 1Sep61; KK161717.

BATE, NORMAN. ©

What a wonderful machine is the submarine. A picture story by Norman Bate. Jacket illus. © 10Oct61; KK162658.

BATEMAN, VIRGINIA G.

The master cube visual method. SEE Scott, G. Gilbert.

BATES FABRICS, INC. ©

Announcing a far-reaching licensing program for the great Bates name, available for your products in apparel, textiles and home furnishings. (In The New York times, Oct. 13, 1961, p.48) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 13Oct61; KK162266.

Authentic reproduction of the famed Newport Eagle bedspread. (In Interiors, Sept. 1961, p.37) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 1Sep61; KK161407.

Bates Harn. Now, Bates appoints the Harn Corp. its licensee for bedding accessories. (In Daily news record, Oct. 18, 1961, p.33) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 18Oct61; KK162586.

Dramatic enough to wear. (In House beautiful, Nov. 1961, p.59) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 19Oct61; KK162789.

The lady you are admiring is swathed in a spectacular idea: magnificent new Wedgwood Cameo bedspread. Now, license the great Bates name. (In Women's wear daily, Sept. 26, 1961, p.8-9) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 26Sep61; KK161969.

The Newport Eagle. Bedspread. (In House & garden, Oct. 1961, p.35) Appl. author: L. C. Gumbinner Advertising Agency, Inc. Appl. states ad with same illustration prev. pub. in Interiors, Sept. 1961. NM: new headline & copy. © 20Sep61; KK161970.

Special offer to collectors of Bates Wedgwood Cameo; elegant enough to wear. (In The New Yorker, Nov. 11, 1961, p.94-95) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 9Nov61; KK162788.

BATTLE CREEK EQUIPMENT CO. ©

Take one doorway, add a Battle Creek Trim-Jym and all the family can enjoy trimming, slimming action for new figures, new fitness, new fun. Bulletin TJ-661. © 1Jul61; KK160908.

BAUMGARTH (JOHN) CO. ©

Champion Punch-Line letterheads and Christmas letterheads with suggested copy for use on all Punch-Line letterheads. Appl. author: John Baumgarth. © 10May61; KK162622.

BAY STATE TAP & DIE CO.

Gages; you can count on their accuracy, reliability and long wear life. (In American machinist, Sept. 4, 1961, p.80) Appl. author: W. Emerson Wenger. © Bay State Tap & Die Co. (in notice: Bay State Tap & Die Co., subsidiary of the Cleveland Twist Drill Co.); 4Sep61; KK161259.

Insure profit in your threading operations. Quality taps, dies and gages. (In Mill & factory, Oct. 1961, p.143) Appl. author: W. Emerson Wenger. © Bay State Tap & Die Co., subsidiary of The Cleveland Twist Drill Co.; 2Oct61; KK162047.

Your local industrial supply distributor gives you greater value. (In The Tool and manufacturing engineer, May 1961, p.58-59) Appl. author: W. E. Wenger. © Cleveland Twist Drill Co. & Bay State Tap & Die Co.; 25Apr61; KK159877.

BEACON ENTERPRISES. ©

Leg rejuvenator. (In New York daily news, Aug. 6, 1961, p.62) © 6Aug61; KK161720.

BEACON ENTERPRISES, INC. ©

Another health & leisure winner by Beacon. Style no.490 Pamper Tray. © 10Sep61; KK162362.

A happy, pleasant path to a slim, trim, scintillating silhouette with the Beacon multi-purpose salon figure conditioner. © 28Sep61; KK162325.

Trim figures for smart women = record figures for smart buyers. Starlet Figure Former. © 4Aug61; KK162781.

BEAL, JOHN, pseud. SEE Bliedung, James Alexander.

BEAR MANUFACTURING CO. ©

Attention: all car owners interested in good car keeping. Tire scuff bad, bad, bad. Tire waste forecaster. (In The Saturday evening post, May 6, 1961) © 12May61; KK160264.

A Bear factory trained expert will work for you one full day free. Appl. author: Hanson & Stevens, Inc. © 23May61; KK161506.

Enclosed in your invitation to Bear's alinement clinic meetings. Appl. author: Hanson & Stevens, Inc. © 23May61; KK161465.

Enclosed is your invitation to free clinic demonstration of the latest body-frame correction methods. Appl. author: Hanson & Stevens, Inc. © 23May61; KK161466.

Enclosed is your invitation to free demonstration in your shop. Appl. author: Hanson & Stevens, Inc. © 24May61; KK161505.

For better jobs, better profits, only Bear gives you these winning extras. (In Automotive news, July 17, 1961, p.44) Appl. author: Hanson & Stevens, Inc. © 17Jul61; KK160339.

In one of these free catalogs is the Bear success formula. Here's how the Bear success formula worked for Sellman's of Kent, Ohio. (In Motor magazine, Sept. 1961, p.193-194) Appl. author: Hanson & Stevens, Inc. © 15Sep61; KK161467.

In one of these free catalogs is the Bear success formula you need to increase income $5,000 to $20,000. Equipment that matches your type of operation and budget. (In Motor, Sept. 1961, p.78-79) Appl. author: Hanson & Stevens, Inc. © 15Sep61; KK162422.

Makes room for rack alinement, the new Bear 162 power rack. (In Motor, July 1961, p.89) Appl. author: Hanson & Stevens, Inc. © 15Jul61; KK160336.

The new Bear 162 power rack makes room for rack alinement. Catalog sheet. Appl. author: Hanson & Stevens, Inc. © 24Jul61; KK160435.

Now, alinement at a glance; Check-O-Matic. (In Motor age, June 1961, p.105) Appl. author: Hanson & Stevens, Inc. © 15Jun61; KK160134.

Profit-proving Bear alinement clinic program. Portfolio cover. Appl. author: Hanson & Stevens, Inc. © 23May61; KK161463.

Profit-proving Bear alinement demonstration day program. Appl. author: Hanson & Stevens, Inc. © 23May61; KK161508.

Profit-proving Bearcat body-frame repair clinic program. Portfolio cover. Appl. author: Hanson & Stevens, Inc. © 23May61; KK161464.

Profit-proving Bearcat body-frame repair demonstration program. Appl. author: Hanson & Stevens, Inc. © 24May61; KK161507.

BEAUTY COIN PRODUCTS, INC. BIO-RICH BEAUTY PLAN. SEE Bio-Rich Beauty Plan.

BEAUTY UNLIMITED, INC. ©
Symbol of Beauty curl & comb wave. Contents, 4 oz. waving lotion, 4 oz. neutralizer. © 1Apr61; KK160594.

BEBB, ROYAL. SEE Home-Spun Records.

BEEBE BROS. MANUFACTURING CO. ©
One Beebe 2-ton winch positions this stacker boom. (In Industrial distribution, July 1961, p.118) © 5Jul61; KK160991.
Unusual girder launcher, powered by Beebe hand winch. (In Industrial distribution, Sept. 1961, p.158) © 5Sep61; KK163217.

BELL, BENNY, pseud. SEE Samberg, Benjamin.

BELL ELECTRIC CO. ©
Motor-Gard fuse holder covers. Appl. author: Harry L. Stillman. © 29Sep61; KK162149.
Saf-T-Lok weatherproof wiring devices. Easy, speedy installation. Appl. author: Harry L. Stillman. © 25Jun61; KK160120.

BELL ENTERPRISES, INC. ©
Be a comedian. Get into the act. BB-801. By Benny Bell, pseud. of Benjamin Samberg. Appl. states prev. pub. 10Oct58, KK137997. NM: additions. © 17Nov61; KK162879.

BEMIS, GARTH H. SEE Ferguson Litho.

BENEFICIAL FINANCE CO. ©
Cash? Just say the word. It's summer money time at Beneficial, call when you want vacation cash. (In Brockton daily evening enterprise and times, June 12, 1961, p.7) © 12Jun61; KK160997.
Cash? Just say the word. It's summer money time at Beneficial, vacation cash is ready for you now. (In Brockton daily evening enterprise and times, June 14, 1961, p.6) © 14Jun61; KK160998.

BENRUS WATCH CO., INC. ©
You'll swear your Benrus has nine lives, too; watches by Benrus, built to last and last and last. [Cat & 4 watches] (In McCall's, Nov. 1960, p.22) Appl. author: Grey Advertising, Inc. © 21Oct60; KK160017.
You'll swear your Benrus has nine lives, too; watches by Benrus built to last and last and last. [Cat & 7 watches] (In Life, Dec. 5, 1960, p.29) Appl. author: Grey Advertising, Inc. © 1Dec60; KK160016.

BERARDI'S CROSSROADS. ©
Berardi's crossroads, 1962. Manufacturers, importers, distributors. Appl. author: Vito Berardi. © 15Aug61; KK162132.

BERKSHIRE FROCKS, INC. ©
Parkshire original for the petite miss. © 5Sep61; KK161558.

BERLIN, ERNA. ©
Fabulous professional looking doll clothes without a stitch of sewing; it's Li'l Dressmaker magic. © 10Apr61; KK159851.

BERRY CHEMICAL CO. ©
Foamy, heavy duty, concentrated Cleanall cleans them all. One pint. Appl. author: C. H. Berry. © 16Jun61; KK159866.

BESELER (CHARLES) CO. ©
Beseler-Kalvar Slide-O-Film Uses in industry award. Free, Sabena jet 'n' copter holiday abroad. (In Business week, Aug. 15, 1959, p.80) © 15Aug59; KK162305.

BEST & CO., INC. ©
Any way you look at it, back-to-school means back to Best's. (In The New York times, Aug. 10, 1961, p.4) © 10Aug61; KK160583.
The greatest gift of all, the gift of Christmas. (In The New York times, Dec. 22, 1961, p.5) © 22Dec61; KK163463.
The hand that rules the world of children's wear; Liliputian Bazaar. (In New York herald tribune) © 3Sep61; KK161082.
I wish every little boy and girl a Liliputian Bazaar for Christmas. (In New York herald tribune, Nov. 23, 1961, p.5) © 23Nov61; KK163375.

BETTER HOMES IMPROVEMENT DEPT. ©
Free; special offer, only good for 3 days. © Len D. Arnett d.b.a. Better Homes Improvement Dept.; 13Jan61; KK160371.

BETTER PACKAGES, INC. ©
Ideas, 20 tested methods to improve packing and shipping operations. Appl. author: T. H. Krueger. © 17Jul61; KK162104.

BETTER SLEEP, INC. ©
Bed-O-Matic, by Better Sleep. © 20Dec61; KK163464.

BIG M, INC. ©
Menu; Big M burger. © 9Sep61; KK161776.

BI-LO CHECK PRINT. CO.
Free chocolates all thru Nov. at Bi-Lo. © Bi-Lo Check Print. Co., a company owned by Cecil H. Coates & Hiram A. Sturges; 2Nov60; KK161663.

BINNEY & SMITH, INC. ©
Awakening to the wonderful world of color. Crayola. (In Parents' magazine, Sept. 1961, p.42) Appl. author: Chirurg & Cairns. © 25Aug61; KK161646.

BIO-RICH BEAUTY PLAN.
Free, two week supply beauty cream. (In Everywoman's family circle, Sept. 1961, p.96) © Bio-Rich Beauty Plan, division of Beauty Coin Products, Inc.; 22Aug61; KK161350.
Is your love suffering from tired skin? Beauty cream. (In Pittsburg post-gazette Sunday magazine, July 9, 1961, p.24) © Bio-Rich Beauty Plan, division of Beauty Coin Products, Inc.; 9Jul61; KK161155.
It feels so good to look pretty again with dewy-fresh complexion. Beauty cream. (In Pictorial living (Los Angeles examiner) July 9, 1961, p.32) © Bio-Rich Beauty Plan, division of Beauty Coin Products, Inc.; 9Jul61; KK161351.
So that you may discover the miracle of skin beauty that may be yours, 30 day supply exclusive Bio-Rich beauty cream. (In San Antonio light, Oct. 29, 1961, p.16-F) © Bio-Rich Beauty Play, division of Beauty Coin Products, Inc.; 29Oct61; KK162526.
That you may judge for yourself the miracle of skin beauty that may be yours, free 30-day supply of Bio-Rich beauty formula cream & certificate, C-1C. (In Extension, Aug. 1961, p.2 of cover) NM: tear-out card containing new text. © Bio-Rich Beauty Plan, division of Beauty Coin Products, Inc.; 10Jul61; KK161647.
That you may judge for yourself the miracle of skin beauty that may be yours, free 30-day supply of Bio-Rich beauty formula cream & certificate, C-1D. (In Extension, Aug. 1961, p.2 of cover) NM: tear-out card containing new text. © Bio-Rich Beauty Plan, division of Beauty Coin Products, Inc.; 10Jul61; KK161648.

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Absolute Nothing. Net contents 4 1/2 oz. © 10Nov61; KK163351.
Be positive, say Yes. Net contents 12 oz. © 10Nov61; KK163049.
Be positive, say Yes, for those who think no. Net contents 4 1/2 oz. © 10Nov61; KK163350.
Booze. Net contents 12 oz. © 10Nov61; KK163048.
A forgiving spray, Oops. Net contents 4 1/2 oz. © 10Nov61; KK163355.
Hangover mist. Net contents 12 oz. © 10Nov61; KK163047.
Make money worries disappear; Broke, not a cent, just a scent. Net contents 4 1/2 oz. © 10Nov61; KK163353.
Non-frigid purple Passion, a trembling scent. Net contents 12 oz. © 10Nov61; KK163045.
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Visitor spray on, You'll Live. Net contents 4 1/2 oz. © 10Nov61; KK163354.

BISCAYNE TANK MANUFACTURING CO., INC. ©
Not a worry. © 3Oct61; KK161903.

BLACK & DECKER MANUFACTURING CO. ©
How to sell a revolution in power tool design, the world's first 1/4" cordless electric drill. (In Hardware age, July 27, 1961, p.438-439) Appl. author: Van Sant Dugdale & Co., Inc. © 27Jul61; KK160744.
Look, no cord. That is correct; when charged, this amazing drill drills without an electric cord. (In Reader's digest, Nov. 1961, p.53) Appl. author: VanSant, Dugdale & Co., Inc. © 21Oct61; KK163495.
No.1 man gifts. Handsome 30-piece drill kit. (In Reader's digest, Dec. 1961, p.255) Appl. author: Vansant, Dugdale & Co., Inc. © 21Nov61; KK162939.
A special message to Black & Decker retailers on the world's first 1/4" cordless electric drill: We took the cord off the power drill. (In Hardware age, June 29, 1961, p.32-33) Appl. author: Van Sant-Dugdale & Co., Inc. © 29Jun61; KK160318.
The world's first 1/4" cordless electric drill. (Watch for the world's ... drill) (In The Wall Street journal, May 25, 1961, p.5) Appl. author: Van Sant-Dugdale & Co., Inc. © 25May61; KK160315.

BLACKHAWK. SEE Blackhawk Manufacturing Co.

BLACKHAWK MANUFACTURING CO. ©
Keep the Porto-Power gold giant working. Guide to selecting your essential collision damage repair equipment. P-400 Bantam pump. © 15Oct61; KK163209.
Sales plan for use by the Blackhawk jobber executive. A program for more profitable volume on your Porto-Power Dozer line. © Blackhawk, accepted alternate designation of Blackhawk Manufacturing Co.; 1Jul61; KK161176.

BLIEDUNG, JAMES ALEXANDER.
Gift suggestion: your portrait drawn by John Beal, pseud. of James Alexander Bliedung. © John Beal; 25Aug61; KK163484.

BLISTEX, INC. ©
Blistex, quick relief for cold sores, chapped lips, fever blisters. Deal no.98. Large economy size. © 9Dec60; KK160984.
Blistex, quick relief for cold sores, fever blisters, sore lips. © 9Dec60; KK160983.

BLUM (B. G.) ASSOCIATES. ©
Huge savings on quality carpet. Style: Tampa. © 15Aug61; KK161783.
New, low price. Style: Osaka, textured loop broadloom. © 15Aug61; KK161782.
Thrifty carpet runner with foam rubber padding. © 19Jun61; KK159992.

BLUMBERG, JERRY. ©
What are you doing Saturday? Make it a point to have your eyes examined. (In Detroit free press, Aug. 27, 1961, p.B-11) © 27Aug61; KK161243.

BOBBS-MERRILL CO., INC. ©
Raggedy Ann & Andy illustrated stationery for children. 24 sheets, 6 designs, 18 envelopes. © 15May61; KK161013.
Raggedy Ann and Raggedy Andy super slate. 8815. By Saalfield. © 7Jun61; KK161015.

BODINE, C. A., JR. ©
Tastes as good as it looks. Camden beer. (In Camden courier-post, Oct. 27, 1961, p.6) © 27Oct61; KK163248.

BOLIND, INC. ©
Useful gifts, gay and practical, from Bruce Bolind. Gold kitchen labels. © 22Jun61; KK160147.

BOLS (ERVEN LUCAS) DISTILLING CO. ©
Here's how Bols host size bottles work for you. Liqueurs. (In Liquor store, June 1961, p.92) Appl. author: Albert Woodley Co., Inc. © 6Jun61; KK159887.

BOND FOUNDRY & MACHINE CO. ©
Bonduthane Polyurethane vulcanized-on and demountable-tired wheels. Leaflet. © 31Oct61; KK162516.
Magic carpet material handling with Bond built-for-the-job industrial and institutional casters. © 7Jul61; KK160206.

BORDEN CO. ©
Au gratin potatoes with Borden's aged Cheddar cheese. 4 to 6 servings. Net weight 5.85 ounces. © 1Aug61; KK162377.
Frozen angel dessert. Easy, no cooking, just mix and freeze; made with Borden's Eagle brand and Baker's angel flake coconut. (In McCall's, July 1959, p.7) © 23Jun59; KK161049.
Keep cool with Borden's. Buttermilk; cottage cheese; Dutch chocolate. (In The Saturday evening post, July 22, 1961, p.53) © 18Jul61; KK160332.
Quick cook potato slices. Net wt. 8 oz. © 31Jan61; KK160333.
Where fudge meets banana in a tantalizing taste rhythm: Banana Rhumba ice cream. (In The Saturday evening post, Oct. 14, 1961, p.42) © 9Oct61; KK162378.

BORROWED TIMERS.
Baby blitz, 24 hour weather forecaster. Post card. © Patricia Foran d.b.a. The Borrowed Timers; 6Oct61; KK162711.

BOSTON SAFE DEPOSIT & TRUST CO. ©
Analyst from Boston's financial cabinet visits top executives in New York. (In Boston herald, Sept. 26, 1961, p.27) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 26Sep61; KK162509.
Boston's financial cabinet is very much a part of this pleasant Cape Cod picture. (In Boston traveler, Sept. 11, 1961, p.9) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 11Sep61; KK162514.
Can you find three roles for the financial cabinet here? (In Boston globe, May 8, 1961, p.10) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 8May61; KK159857.
Each of these sailors look to the cabinet for special financial services. (In Boston traveler, June 19, 1961, p.9) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 19Jun61; KK160218.
Fall is more fun when our financial cabinet supervises your securities. (In Boston traveler, Oct. 9, 1961, p.8) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 9Oct61; KK162513.
Research member of financial cabinet interviews major electronics company president. (In Boston herald, Oct. 24, 1961, p.27) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 24Oct61; KK162510.
Smart hunters keep powder dry, leave investing to Boston's famous financial cabinet. (In The Boston herald, Nov. 7, 1961, p.32) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 7Nov61; KK162579.

BOURBON INSTITUTE. ©
A word to the liquor industry from the president of the Bourbon Institute. (In Beverage media, June 1959) Appl. author: McCann-Erickson, Inc. © 25May59; KK161202.

BRADFUTE CORP. ©
Here it is, game no.1. Look for your Lucky Stars. $30,000 in prizes. Pick-n-Pay, the mark of quality. (In The Cleveland press, Sept. 26, 1961, p.D14) © 26Sep61 (in notice: 1960-1961); KK162596.
Play Acme Lucky 11; 16,766 prizes worth more than $171,000. (In The Philadelphia inquirer, Sept. 28, 1961, p.17) NM: additions. © 28Sep61 (in notice: 1960); KK163059.
Play Barber's top value Lucky 11 game. You may win $10,000 in free prizes. Game no. one. (In the Albuquerque journal, Aug. 4, 1961, p.7-8D) © 4Aug61 (in notice: 1960); KK161096.
Play new My-T-Fine 4-and-8 game, win fabulous prizes. (In Daily news, New York, Sept. 21, 1961, p.58) © 21Sep61; KK162573.
Sunflower food stores invites you to play Lucky 11; 1206 prizes, value $16,400. Game no.1. (In State times, Jackson, Miss., May 11, 1961, p.4B-5B) © 11May61 (in notice: 1960); KK159883.

BRADLEY (MILTON) CO. ©
ABC flash cards. 2 complete alphabets for kindergarten to grade 2. 4958. © 30Mar61; KK160881.
American heritage Civil War series; jig saw puzzle. For ages 10 to adult. 4101. © 15Mar61.
The Battle of the Crater. © KK161854.
The Battle of Mobile Bay. © KK161855.
The Battle of Lookout Mountain. © KK161856.
The Battle of Fredericksburg. © KK161857.
The sinking of the Alabama. © KK161858.
Guerrilla warfare, Civil War. © KK161859.
Bugs Bunny adventure game. SEE Warner Bros. Pictures, Inc.
King Leonardo and his subjects game. SEE Leonardo Television Productions, Inc.
Magnetism and electricity. Flannel board cut-outs. For grades 2 thru 6. 9106. © 1Feb61 (in notice: 1960); KK161851.
Phonics flash cards. Teaches over 250 words. Grades 1 thru 3. 4974. © 30Mar61; KK160877.
Picture words flash cards. Over 100 picture words. Grades 1 thru 3. 4971. © 30Mar61; KK160878.
Sight words, set 1, flash cards. Over 100 sight words. Grade 1 and 2. 4972. © 30Mar61; KK160879.
Sound and light in communication. Flannel board cut-outs. For grades 2 thru 6. 9107. © 1Feb61 (in notice: 1960); KK161852.
Weather. Flannel board cut-outs. For grades 2 thru 6. 9108. © 1Feb61 (in notice: 1960); KK161853.

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Merri Motel stationery, full of spice and life. Rancho El Sexo. This envelope contains 8 Merri Motel letters, assorted; 8 envelopes to match. © William S. Brannan d.b.a. William S. Brannan Co.; 1Sep61; KK162190.

BREAST O' CHICKEN TUNA, INC. ©
New, this week's best o' tuna recipe; admiral's loaf sea-preme. (In The Washington post times herald, Aug. 17, 1961, p.C1) Appl. author: D'Arcy Advertising Co. © 17Aug61; KK160965.
New, this week's Best O' Tuna recipe; frosted skipper loaf. (In The Baltimore evening sun, Aug. 3, 1961, p.24) Appl. author: D'Arcy Advertising Co. © 3Aug61; KK160510.
New, this week's Best O' Tuna recipe; sea-lect spread. (In The Washington post times-herald, Aug. 31, 1961, p.C2) Appl. author: D'Arcy Advertising Co. © 31Aug61; KK161081.
New, this week's Best O' Tuna recipe; seven sea-sonings marinade. (In The Washington post times-herald, Sept. 14, 1961, p.C6) Appl. author: D'Arcy Advertising Co. © 14Sep61; KK161302.
New, this week's Best O' Tuna recipe; summer sea salad. (In The Sun, July 14, 1961, p.11F) Appl. author: D'Arcy Advertising Co. © 14Jul61; KK160190.

BREATH O'-LIFE OXYGEN. ©
Oxy-gram. Emergency oxygen. Appl. author: I. M. Jacobs. © 6Oct61; KK161769.
When emergency oxygen is prescribed: Breath o' Life, the world's first facial pressure operated, controlled flow oxygen administration set ... Report of oxygen use. Appl. author: I. M. Jacobs. © 20Dec61; KK163326.

BRECHNER (DAN) & CO., INC. ©
Flower beverage mixers for gracious serving. Box container. © 27Oct60; KK160484.
Flower serving picks for deluxe entertaining. Box container. © 27Oct60; KK160485.

BRECK (JOHN H.) INC. ©
Beautiful hair; a special beauty offer, creme rinse with a Breck shampoo. (In Ladies' home journal, Nov. 1961, p.4 of cover) © 24Oct61; KK162141.

Beautiful hair; Breck Shining Color, personalized semi-permanent hair coloring. © 27Oct60; KK161410.

Beautiful hair; special Breck shampoo trial offer. (In Ladies' home journal, Aug. 1961, p.75) © 28Jul61; KK160970.

Beautiful hair; there are three Breck shampoos for three different hair conditions. (In Ladies' home journal, Oct. 1961, p.114) © 28Sep61; KK161563.

Hair set mist; a soft, fine spray that is good to your hair, holds curls beautifully in place for hours. (In Ladies' home journal, Sept. 1961, p.4 of cover) © 29Aug61; KK161150.

A pleasantly scented easy to apply external analgesic, Rubine for soothing relief. © 3Nov61; KK162409.

Rubine relieves muscular aches, pains and athletes foot. 3 fl. oz. © 3Nov61; KK162770.

Two new types, a new super hold and a new gentle hold added to Breck hair set mist. (In Ladies' home journal, Dec. 1961, p.3 of cover) © 21Nov61; KK162791.

BRIDGEPORT BRASS CO. ©

Flexalum lanced panel roll-up awnings. © 20Jul61; KK160569.

The new vertical look in window treatments. Flexalum vertical & Flexalum wide-louver verticals. NM: additions. © 15Apr61; KK160596.

BRIDGMAN, MARGARET B.

Astro-Logic confidential, 1962. © Irys Vorel, pseud. of Margaret B. Bridgman (in notice: Irys Vorel); 10Aug61; KK162045.

BRILL (H. C.) CO., INC.

Raisin sauce, orange flavor. Net wt. 12 ozs. avoir. © New England Canners, Inc., division of H. C. Brill Co., Inc.; 26Apr61; KK159856.

BRITISH PUBLICATIONS, INC. ©

A unique Christmas surprise that lives all year; special gift membership in British Magazine-of-the-Month Club. (In The New York times, Oct. 22, 1961, section 7, p.39) © 22Oct61; KK162001.

BROMO MINT CO. SEE Kenner Products Co.

BRONSON, FRANK S. SEE Bronson Pharmaceuticals.

BRONSON PHARMACEUTICALS.

Therapeutic formula. 100 tablets. © Frank S. Bronson d.b.a. Bronson Pharmaceuticals; 19Sep61; KK162719.

BROOKS & SOGHIGIAN, INC. ©

Think big. The world's largest chair. (No.1 in a customers-inspired series) (In Washington post times herald, Nov. 7, 1961) Appl. author: Ronald J. Brooks. © 7Nov61; KK162410.

BROWN, DONALD NELSON.

Music of the Pueblos, Apache and Navaho. SEE Taylor Museum of the Colorado Springs Fine Arts Center.

BROWN (JOHN CLARK) INC. ©

Broom 'n tool clips. (Kenberry product, no.DM-540, DT-541) © 10Jul61; KK161024.

Iron holder. (Kenberry product, no.714) © 10Jul61; KK161023.

BROWN, MARCIA. ©

Once a mouse. Jacket illus. © 10Oct61; KK162474.

BROWN & WILLIAMSON TOBACCO CORP. ©

The battle of Echo Cave. Viceroy. (In Journal American, New York, June 18, 1961, comics) Appl. author: Ted Bates & Co., Inc. © 18Jun61; KK160683.

Come up to the menthol magic of Kool, feel new smoothness deep in your throat. (Come all the way up) [Couple by water fountain] (In Atlanta journal, Aug. 1, 1961, p.8) Appl. author: Ted Bates & Co., Inc. © 1Aug61; KK161347.

Come up to the menthol magic of Kool, feel new smoothness deep in your throat. (Come all the way up) [Couple standing on terrace by water fountain] (In Atlanta journal, Aug. 8, 1961, p.15) Appl. author: Ted Bates & Co., Inc. © 8Aug61; KK161348.

Don't smoke another cigarette until you learn what Viceroy's Deep Weave filter can do for your taste. (In News, Buffalo, June 6, 1961) Appl. author: Ted Bates & Co., Inc. © 6Jun61; KK160698.

The ghost of Harbor Acres. Viceroy. (In Journal American, New York, May 21, 1961, comics) Appl. author: Ted Bates & Co., Inc. © 21May61; KK160678.

I took his advice and now if I couldn't afford du Maurier, I wouldn't smoke at all. (In Indianapolis news, Aug. 1, 1961, p.13) Appl. author: Ted Bates & Co., Inc. © 1Aug61; KK160826.

Never thought I could get so many smoking luxuries at a popular filter price. Du Maurier. (In Columbus dispatch, Aug. 1, 1961, p.6A) Appl. author: Ted Bates & Co., Inc. © 1Aug61; KK160825.

Only Viceroy's got it at both ends, got the filter, got the blend, says undersea explorer Lee J. Prettyman, Jr. (In Ebony, June 1961, p.85) Appl. author: Ted Bates & Co., Inc. © 29May61; KK161272.

Viceroy's big college football contests. Flash, to all students of Brown University, can you use a hundred bucks? (In Brown daily herald, Sept. 18, 1961, p.4) Appl. author: Ted Bates & Co., Inc. © 18Sep61; KK161831.

BROWN-FORMAN DISTILLERS CORP. ©

Enjoy bourbon's favorite flavor, Old Forester at either proof. [Pint bottle] (In Daily news, Washington, D. C., Feb. 1, 1961, p.40) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Feb61; KK160104.

Enjoy bourbon's favorite flavor, Old Forester at either proof. [Quart bottle pouring into glass] (In Daily news, Washington, D. C., Mar. 9, 1961, p.47) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 9Mar61; KK160103.

Our label's promise. Old Forester Kentucky straight bourbon whisky. (In Jacksonville journal, Sept. 27, 1961, p.17) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 27Sep61; KK162549.

Our label's promise. Old Forester Kentucky straight bourbon whisky. (In Pittsburgh post-gazette, Aug. 30, 1961, p.26) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 30Aug61; KK162547.

Our label's promise. Old Forester. Kentucky straight bourbon whisky. (In The Louisville times, July 26, 1961, section 2, p.6) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 26Jul61; KK162556.

Taste its unmistakable flavor. Old Forester Kentucky straight bourbon whisky. (In The New York world-telegram & sun, Sept. 20, 1961, p.29) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Sep61; KK162546.

Unmistakable flavor at both popular proofs. Old Forester. (In Chicago daily tribune, May 2, 1961, pt.4, p.3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2May61; KK160096.

Unmistakable flavor fulfills the label's promise at both popular proofs: there is nothing better in the market. Old Forester. (In Chicago sun times, Mar. 29, 1961, p.44) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 29Mar61; KK160101.

The unmistakable flavor fulfills the label's promise: there is nothing better in the market. Old Forester. (In Look, May 9, 1961, p.83) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 25Apr61; KK160097.

The unmistakable flavor of an Old Forester julep fulfills the label's promise. (In Look, July 18, 1961, p.83) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Jul61; KK162555.

The unmistakable flavor that fulfills the label's promise: there is nothing better in the market. Old Forester. (In The Wall Street journal, May 3, 1961, p.10) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3May61; KK160102.

BROWN-JORDAN CO. ©

High fashions. Aluminum furniture. © 11Aug61; KK161225.

BROWN SHOE CO. ©

Brownstudy, v.1, no.10. National advertising. Appl. author: Leo Burnett Co., Inc. © 11May61; KK160180.

Brownstudy, v.1, no.11. Concentrate, yes, but what do you concentrate on? Appl. author: Leo Burnett Co., Inc. © 6Nov61; KK162593.

An important announcement from Buster Brown about ... a remarkable new shoe for children under four. Wikler shoe. (In Footwear news, Sept. 21, 1961, p.79-82) Appl. author: Leo Burnett Co., Inc. © 21Sep61; KK161796.

You aren't well groomed unless your feet are, too. Roblee. (In Life, Sept. 15, 1961, p.129) Appl. author: Leo Burnett Co., Inc. © 13Sep61; KK161954.

You're not a beatnik, don't be a shoenick. Roblee. (In Esquire, Sept. 1961, p.19) Appl. author: Leo Burnett Co., Inc. © 17Aug61; KK161955.

BRUCE (E. L.) CO. ©

5 minute wax remover. Contents: one qt. Appl. author: John Carlyle Fleming. © 2Oct61; KK162011.

BRUCE (E. L.) CO., INC. ©

What's happening under your sink? Let Terminix health-guard your entire home at lower cost. Pest control service. Appl. author: Dewey Brown. © 30Sep61; KK161795.

BRUCE (E. L.) PLYWELSH CO. ©

Prefinished hardwood paneling. Appl. author: John Carlyle Fleming. © 30Nov61; KK163359.

BRUNING (CHARLES) CO., INC. ©

Tracing paper characteristics and what they mean to you. NM: compilation. © 14Jul61; KK161201.

BRUNNER. ©

Be wise, advertise. Appl. states prev. reg. 11Dec50, KK56643. NM: revised drawing of owl. Appl. author: Francis J. Brunner. © 10Jun61; KK162246.

BRUNSWICK CORP. ©
Go the way of the winners, MacGregor, the greatest name in golf. Outdoor billboard. Appl. author: Roche, Rickerd & Cleary, Inc. © 15Dec61 (in notice: 1962); KK163368.

BRUSSE, MARTIN.
Growth and development. SEE Rocky Mountain Metal Products Co.
Love and care. SEE Rocky Mountain Metal Products Co.
The Nuk Sauger program, a promising development for prevention and early care. SEE Rocky Mountain Metal Products Co.
Orders are given to march ahead. SEE Rocky Mountain Metal Products Co.
Some interesting information on the Nuk Sauger market-research program. SEE Rocky Mountain Metal Products Co.

BUCH, D. ROBERT. SEE Buch Records.

BUCH RECORDS.
Pennsylvania Dutch spoken here abouts, by Professor Herman F. Schnitzel. BR-1. © D. Robert Buch d.b.a. Buch Records; 21Jul61; KK160786.

BULLARD (E. D.) CO. ©
The Bullard mechanical back-up safety alarm. © 6Jul61; KK162501.
Compaks, the new word for first aid kits. © 11Sep61; KK161438.
How to be prepared for acid or alkali burns; clinical research and user tests establish the effectiveness of Neutralize. © 9May61; KK160314.
World's greatest value in safety hats. Hel/Cap. © 1Sep61; KK161437.

BURK (ERNEST) INC. ©
For that diamond sparkle. There's only one way to get a real diamond sparkle and that's with a real diamond. (In The Evening star, Washington, D. C., July 10, 1961, p.A-12) Appl. author: Ernest Burk. © 10Jul61; KK160961.
Great grandmama's pendant might make a magnificent ring or a breath-taking brooch. (In The Evening star, Washington, D. C., July 5, 1961, p.D-8) Appl. author: Ernest Burk. © 5Jul61; KK160960.
The only one in the world. If you have a gem ... we'll create custom-designed jewelry at a price below what you'd expect to pay for the assembly-line type. (In The Sunday star, Washington, D. C., July 9, 1961, p.B-6) Appl. author: Ernest Burk. © 9Jul61; KK160957.
Precious dust catchers. If you have old jewelry that needs repairing ... bring it in for an Ernest Burk beauty treatment or modernizing. (In The Evening star, Washington, D. C., July 6, 1961, p.D-6) Appl. author: Ernest Burk. © 6Jul61; KK160958.
What time is it right now? We'll clean, adjust, repair and you'll get a full year's guarantee. (In The Evening star, Washington, D. C., July 7, 1961, p.B-8) Appl. author: Ernest Burk. © 7Jul61; KK160959.

BURPEE (W. ATLEE) CO. ©
Grass seed mixture; Special Blend. Net wt. 1 lb. © 17Aug61; KK160822.

BURRY BISCUIT CORP. ©
Twelve treats; ice cream sandwiches. Contents: 12 (1 1/2 fl. oz.) sandwiches, net wt. 3/4 oz. avoir. each. © 15Jun61; KK160328.

BUSSMANN MFG. DIVISION, MCGRAW-EDISON CO. SEE McGraw-Edison Co. Bussmann Manufacturing Division.

BUTLER, ROBERT LEE. ©
Shenandoah Records. © 30Oct61; KK162698.

BUXTON, INC. ©
There's a woman in this picture. Jet Trail set by Lady Buxton. (In Life, Aug. 1961, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug61; KK162850.

C

C & C FLORISTS' SUPPLIES, INC. ©
A Polly brand Articraft created by C and C Florists' Supplies, Inc. Appl. author: Herbert M. Clamage, employer for hire. © 13Feb61; KK163363.

C & W CO. ©
Now, strip wallpaper safely, easily. Zipaway wallpaper stripper. © 1Nov61; KK162661.

C. B. S., INC.
I say, old chap, who handles your investments. SEE Dreyfus & Co.

C. C. SALES CO. ©
Your own personal call number; citizen band operator. CB tag. Appl. authors: Carmen C. Catalano & Frank J. Coppolino. © 12Jun61; KK160060.

C. E. CO. SEE Commonwealth Edison Co.

CK. SEE Catfish King.

C.L. SEE Leonce, Charles.

CAL GLOBE RECORDS CO. ©
Globe records. Appl. author: Ray E. Lockwood. © 16Dec61; KK163380.

CAL-DAK CO. ©
Dealer price list. Effective June 1, 1961. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of the Cal-Dak Co. (in notice: Cal-Dak); 1Jun61; KK160373.
Handy household helpers from Cal-Dak. Laundry carts. Catalog sheet. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co. (in notice: Cal-Dak); 8Sep61; KK161241.
King size bed rail. Item no.1402. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 29Sep61; KK161918.
King size fiber glass roll-a-server set. Item no.1154. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 29Sep61; KK161921.
King size fiber glass serv-a-cart set. Item no.1153. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 29Sep61; KK161920.
King size fiber glass space saver Roll-A-Rack set. Item no.1152. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 29Sep61; KK161922.
King size serv-a-cart set. Item no.1195. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 29Sep61; KK161919.
Laundry sorter; assembly instructions. Item no.2673. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 25Nov61; KK163386.
New, exciting, clipless tray shapes and patterns, exclusively; 6-piece king size fiber glass Florentine brass roll-a-server sets. Catalog sheet. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 27Jun61; KK159913.
New, the two-in-one hostess accessory from Cal-Dak; king size serv-a-cart sets. Catalog sheet. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 27Jun61; KK159912.
Queen-size space-saver tray table set. Item no.1147. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 25Nov61; KK163387.
Triple compartment laundry sorter. Item no.1653. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 29Sep61; KK161917.
Wall-mount swivel hose reel; assembly instructions. Item no.223. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of The Cal-Dak Co.; 2Oct61; KK162093.
Wall-mount swivel hose reel. Item no. 223. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 25Nov61; KK163388.

CAL-DAK CO. CRESTLINE DIVISION.
Cal-Dak presents a complete hostess accessory, 4 tray tables and a hostess cart in one convenient unit; the luxury of fiber glass in king-size tray table sets. Appl. author: Zepha Bogert. © Crestline, accepted alternative designation of Crestline Division of Cal-Dak Co. (in notice: Cal-Dak); 1Jul61; KK160133.

CAL-DAK CO. PLAS-TEX DIVISION.
Bonus basket bonanza from Cal-Dak. Decorator wastebasket, item no. 6701. Catalog sheet. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co., Plas-Tex Division (in notice: Cal-Dak); 1Jul61; KK160374.
Extra holiday gift from Cal-Dak; free cocktail shaker-decanter with purchase of deluxe ice bucket, item no.500. Catalog sheet. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co., Plas-Tex Division (in notice: Cal-Dak); 1Jul61; KK160372.
Pantryware, kitchen and laundry accessories by Cal-Dak. Bread box, item no.6304. Catalog sheet. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co., Plas-Tex Division (in notice: Cal-Dak); 19Dec61; KK163385.

CALEVAS, GEORGE A. SEE Calevas Laboratories.

CALEVAS LABORATORIES.
Mr. Mixer cocktail mix, non-alcoholic; Manhattan. 1 pint. © Calevas Laboratories, George A. Calevas, sole owner; 14Sep61; KK161478.

CALIFORNIA ALMOND GROWERS EXCHANGE. ©
Blue Diamond brand shelled almonds. Net wt. 6 oz. © 30Jun61; KK160464.
Roasted Blue Diamond brand diced almonds. Net wt. 5 oz. © 30Jun61; KK160465.
Smokehouse Blue Diamond brand cocktail almonds. Net wt. 6 oz. © 30Jun61; KK160463.
Toasted Blue Diamond brand slivered almonds. Net wt. 5 oz. © 30Jun61; KK160466.

CAL-TEX CITRUS JUICE, INC. ©
Vita-Fresh brand homogenized orange juice. Contents one quart liquid. © 13Jun61; KK160413.

CALVERT DISTILLERS CO. ©

Calvert gives you more to give: gift-wrapped ... the whiskey with more power to please. Reserve. (In Life, Dec. 7, 1959, p.71) © 2Dec59; KK163239.

Calvert has more power to please because it's the whiskey only the hand of skill can blend; the fire warms the night. Reserve. (In Life, Nov. 16, 1959) © 11Nov59; KK163053.

CANADA DRY CORP. ©

Now you know all there is to know about Scotch whisky. Johnny Walker. (In The Wall Street journal, June 12, ~~1~~961) © 12Jun61; KK160170.

CAPE COMPUTERS. ©

Turnguide, model C-1. Instruction sheet & envelope. Appl. author: Guy A. Ham, Jr. © 5Mar61; KK159952.

CARGILL, ALFRED SEYMOUR. SEE Police Activities League, Miami Fla.

CARLING BREWING CO., INC. ©

Red Cap ale. Contents 12 fl. ozs. Appl. authors: Raymond Loewy & William Snaith. © 12Jun61; KK161773.

CARLISLE. SEE Carlisle Industries, Inc.

CARLISLE INDUSTRIES, INC.

The original can't scratch Carlisle crystal cover for all watch crystals. Appl. author: Harold S. Carlisle. © Carlisle, accepted alternative designation of Carlisle Industries, Inc.; 15Jul61; KK163344.

CARLSBERG AGENCY, INC. ©

Quaffmanship; Carlsberg introduces the gourmet quaffer. Beer. (In The New York times, July 9, 1961, section 6, p.17) © 9Jul61; KK160346.

Quaffmanship; Carlsberg introduces the sportsman quaffer. Beer. (In The New York times, June 11, 1961, section 6, p.36) © 11Jun61; KK160347.

Quaffmanship; Carlsberg introduces the traveling quaffer. Beer. (In The New York times, May 7, 1961, section 6, p.80) © 7May61; KK160345.

CARNATION CO. ©

New, milk shakes you can make at home, no ice cream needed. Pineapple shake. Evaporated milk. (In The Sunday advertiser, Aug. 13, 1961, p.E-6) Appl. author: A. Culver Boyd, Jr. © 13Aug61; KK161178.

New, the pie you can bake on ice. New, no-bake whipped angel food pie. Evaporated milk. (In Life, Aug. 4, 1961, p.6) Appl. author: A. Culver Boyd, Jr. © 4Aug61; KK161177.

CARON CORP. ©

The greatest name in perfume. Bellodgia. (In The New Yorker, Nov. 25, 1961, p.42) © 21Nov61; KK163155.

The greatest name in perfume, Caron nuit de noel. (In Vogue, Nov. 15, 1961, p.90) © 14Nov61; KK162755.

The greatest name in perfume. Fleurs de Rocaille. (In The New Yorker, Oct. 28, 1961, p.42) © Caron Corp. d.b.a. Caron; 28Oct61; KK162364.

CARPENTER STEEL CO. ©

Service bulletin, v.4, no.2. Appl. author: George E. Brumbach. © 5Jul61; KK160071.

CARTER MOTOR CO. ©

Carter Motor. Catalog sheet 261A. © 9May61; KK160242.

CARTER'S INK CO. ©

For 1,001 summertime uses; Dave Garroway sells Carter's Marks-A-Lot. (In Office appliances, May 1961, p.44) Appl. author: Hoag & Provandie, Inc. © 23Apr61; KK160829.

Non-toxic, Carter's tempera color sets. (In Grade teacher, May 1961, p.68) Appl. author: Hoag & Provandie, Inc. © 1Apr61; KK160737.

Sticker for neatness, Carter's white paste. (In Grade teacher, Apr. 1961, p.124) Appl. author: Hoag & Provandie, Inc. © 1Mar61; KK160735.

Washable, non-toxic, Carter's Draws-A-Lot marker with felt tip. (In Grade teacher, Apr. 1961, p.135) Appl. author: Hoag & Provandie, Inc. © 1Mar61; KK160736.

What you can do with Marks-A-Lot this summer. (In Life, June 16, 1961, p.8) Appl. author: Hoag & Provandie, Inc. © 14Jun61; KK160738.

CARUSO, JULIUS. ©

Julius Caruso coiffeur, Angel Fluff shampoo. Contents 8 fluid ounces. © 1Sep61; KK162563.

Julius Caruso coiffeur, Elecktra hair conditioner. 8 fluid oz. © 1Sep61; KK162562.

CASEY CO.

Campaign; the contest to become President of the United States. As authentic as a game can be. © John R. Kenower d.b.a. The Casey Co.; 22Jun61; KK162216.

CASK-A-MATIC CO. ©

Cask-A-Matic. Emblem. © 14Apr61; KK159985.

CATERPILLAR TRACTOR CO. ©

Announcing new design Caterpillar ripper tips. Profit tip for ripping. © 1Aug61; KK161144.

Cat new alloy end bits stay sharp as they wear. © 28Aug61; KK161339.

Cat parts quality links, pins, bushings. Caterpillar's new links outlive all others in their classes. © 17Jul61; KK161146.

Cat parts quality links, pins, bushings. Genuine Caterpillar pins and bushings. © 17Jul61; KK161147.

Cat parts quality sprockets, idlers. © 10Aug61; KK161145.

Cat parts quality tips, teeth, shanks. © 3Aug61; KK161149.

Cat parts quality track rollers. © 10Aug61; KK161148.

How to make one piston ring do the work of two. © 4Nov61; KK163483.

Now, 10 times tougher, rebuildable; forged track carrier rollers. © 23Jun61; KK160362.

CATFISH KING.

Famous dressing. 8 fl. oz. © Wilson E. Seaton d.b.a. Catfish King; 26Oct61; KK163360.

CENTRAL WEST OIL CORP. ©

Go with the real feel of Action; new Super Par Action gasoline has the high-fire power so necessary for high compression engines. (In The South Bend tribune, Apr. 24, 1961, p.20) Appl. author: Paul A. Fergus. © 24Apr61; KK161584.

CHANDLER, KATHLEEN GORE. SEE Magnolia Arts.

CHANEL, INC. ©

Alive advertising for Chanel no.5, aimed at the heart of every woman alive. (In Beauty fashion, June 1961, p.100-101) Appl. author: Norman, Craig & Kummel, Inc. © 10Jun61; KK161042.

Every woman alive loves Chanel No.5. Eau de cologne. [Brunette] (In Glamour, Apr. 1961, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 22Mar61; KK161361.

Every woman alive loves Chanel No.5. Eau de cologne. [Woman & 2 men on merry-go-round] (In Glamour, Aug. 1961, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 22Jul61; KK161364.

Every woman alive loves Chanel No.5. (In Mademoiselle, Feb. 1961) Appl. author: Norman, Craig & Kummel, Inc. © 29Jan61; KK160726.

Every woman alive loves Chanel No.5. Perfume. [Blonde] (In Glamour, May 1961) Appl. author: Norman, Craig & Kummel, Inc. © 22Apr61; KK161362.

Every woman alive loves Chanel No.5. Perfume. [Man carrying child & woman walking on beach] (In Glamour, Sept. 1961) Appl. author: Norman, Craig & Kummel, Inc. © 22Aug61; KK161384.

Every woman alive loves Chanel No.5. Perfume. [Man watching friend embrace woman] (In Glamour, Aug. 1961, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 22Jul61; KK161365.

Every woman alive loves Chanel No.5. Perfume. [Woman & 2 men descending stairs] (In Glamour, June 1961, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 22May61; KK161363.

Every woman alive wants Chanel No.5; the most treasured name in perfume. (In Beauty fashion, Apr. 1961, p.44-45) Appl. author: Norman, Craig & Kummel, Inc. © 10Apr61; KK160768.

Men desire it, women admire it. Pour Monsieur. Chanel, the most treasured name in perfume. (In Beauty fashion, May 1961, p.38-39) Appl. author: Norman, Craig & Kummel, Inc. © 10May61; KK160769.

New in Chanel no.5: Spray perfume. (In Cue, May 20, 1961, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 18May61; KK161037.

New in Chanel No. 5; spray perfume. (In Sundial, Ohio State University, Apr. 1961, p.37) Appl. author: Norman, Craig & Kummel, Inc. © 10Apr61; KK161530.

New, No.5 spray cologne. (In The New Yorker, June 10, 1961, p.95) Appl. author: Norman, Craig & Kummel, Inc. © 8Jun61; KK161383.

Now refillable; Chanel No.5 spray cologne. (In Beauty fashion, July 1961, p.1) Appl. author: Norman, Craig & Kummel, Inc. © 10Jul61; KK160763.

Summer romance that blossoms the whole year through. No.5 bath products. (In Beauty fashion, July 1961, p.52-53) Appl. author: Norman, Craig & Kummel, Inc. © 10Jul61; KK160767.

This fall Chanel No.5 stars on radio. Perfume. (In Beauty fashion, Aug. 1961, p.48-49) Appl. author: Norman, Craig & Kummel, Inc. © 10Aug61; KK161385.

Upward sales prove Chanel displayed is Chanel sold, everywoman alive loves Chanel No.5. (In Beauty fashion, Mar. 1961, p.52-53) Appl. author: Norman, Craig & Kummel, Inc. © 10Mar61; KK160607.

When forever fits on your finger, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, June 1961, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun61; KK160771.

When spring becomes a year-round thing, you're ready for Chanel, the most treasured name in perfume. (In Seventeen, Mar. 1961, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar61; KK160606.

CHANEL, INC.-Con.
When the boy next door becomes the man you adore, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, May 1961, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 1May61; KK160770.
When you can't see the rain for the rainbow, you're ready for Chanel, the most treasured name in perfume. (In Seventeen, Apr. 1961, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr61; KK161154.
When you'd rather die than say goodbye, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, July 1961, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul61; KK160772.

CHART-PAK, INC. ©
Spaced lettering. © 19Oct61; KK162193.

CHATTANOOGA PHARMACAL CO., INC. ©
If you want results, prescribe Hydrocollator Stem Pack. © 26Jun61; KK160183.

CHEMEX CORP. ©
Chemex-bonded coffee kitchen. By Peter Schlumbohm. © 18Aug61; KK160874.
Chemex filterjet fan. By Peter Schlumbohm. © 28Jul61; KK160504.
Chemex prospectus. By Peter Schlumbohm. © 15Jun61; KK160331.
Coffeemaker. (Chemex prospectus) Appl. author: Peter Schlumbohm. © 20Sep61; KK161429.
Electric coffee kitchen. Appl. author: Peter Schlumbohm. © 8Aug61; KK160592.
Filterjet fan. By Peter Schlumbohm. © 9Jun61; KK160330.
Filterjet fan; as a relay-booster, the fan will pick-up cold air. By Peter Schlumbohm. © 28Jun61;
Filterjet fan; rotating paper-discs jet the air. By Peter Schlumbohm. © 19Jun61; KK160166.
Newsletter no.21. By Peter Schlumbohm. © 15Jun61; KK160253.
Newsletter no.22. By Peter Schlumbohm. © 4Aug61; KK160593.
Newsletter no.23. By Peter Schlumbohm. © 20Sep61; KK161428.
Products for the chemist's kitchen. Soupette. Appl. author: Peter Schlumbohm. © 2Sep61; KK161240.

CHESEBROUGH POND'S, INC. ©
Young hands are happy hands. All-new Angel skin. (In True story, Mar. 1961, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 8Feb61; KK161039.
Young hands are happy hands; penetressence is the reason young hands begin with all new Angel Skin. (In Life, Jan. 13, 1961, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 11Jan61; KK160727.

CHESSER'S BARBECUE. ©
Yes, sir, it's Chesser's original recipe bar-b-q sauce. Net wt. 1 pint. Appl. author: Doris Olen Chesser. © 7Aug61; KK160564.

CHICAGO SUN TIMES SYNDICATE. ©
Rivets super slate. 8814. By Saalfield. Authorized ed. By George Sixta. © 7Jun61; KK161020.

CHICAGO TRIBUNE NEW YORK NEWS SYNDICATE. ©
Dondi super slate fun. 8817. By Saalfield. Authorized ed. From the comic strip by Gus Edson & Irwin Hasen. © 7Jun61; KK161017.

CHICOPEE MILLS, INC. ©
The fashion behind the seams, Keybak interfacing. (In Vogue, July 1959, p.19) © 1Jul59; KK161498.

CHILL-ROSS MARINE. ©
Clear, anti-fouling, vinyl coating Boat Undercoat. One pint U. S. measure. © 30Jan61; KK160201.

CHRIS-CRAFT CORP. ©
The all-new 1961 Chris-Craft models are at your dealer's now. (In Popular boating, Sept. 1960, p.2 of cover) © 25Aug60; KK161044.
Corinthian. New members of the Chris-Craft sea skiff fleet combine superb luxury with superior performance; they're available now during fall savings time. (In Motor boating, Sept. 1961, p.3 of cover) © 1Sep61; KK161083.
Here's today's biggest boating value. New 30 ft. Cavalier. (In Popular boating, Mar. 1960, p.9) © 25Feb60; KK161043.
The luxurious 1962 Chris-Craft models have arrived in your area, which means that fall savings time has begun. At most dealers, you'll find higher trade-in allowances. (In The Rudder, Sept. 1961, p.4 of cover) © 20Aug61; KK161673.
New, from Cavalier for '62, a two-stateroom yacht. (In U. S. news & world report, Oct. 9, 1961, p.111) © 2Oct61; KK162314.
New 1962 custom yacht by Cavalier. (In Yachting, Oct. 1961, p.49) © 1Oct61; KK162009.
The object of a family's affection, the new '62 Cavalier. (In Rudder, Oct. 1961, p.4 of cover) © 15Sep61; KK162008.
This is fall savings time on all models of the 1962 Chris-Craft fleet. 55 ft. Constellation. (In The New Yorker, Sept. 30, 1961, p.115) © 28Sep61; KK161912.

CHRIS-DEK CO. ©
Chris-Dek. Appl. author: Gary S. Carr. © 16Oct61; KK162153.

CHRISTIAN BAKERY SERVICE. ©
Captain Bligh's galley bread for strength and energy. Standard loaf min. net wt. 15 oz. © 27Jun61; KK160089.

CHUN KING CORP. ©
Bean sprouts. Net weight 1 lb. © 18Dec61; KK163372.
Beef chop suey. Net weight 2 lbs. © 20Sep61; KK162125.
Jeno's pizza; special introductory 1¢ sale. Complete with tangy sauce, savory herbs and cheese. 3. © 20Feb61; KK160486.
Nokomis instant dressing with wild rice, brown and white rice. Net weight 8 ozs. © 15Sep61; KK161671.
Subgum chop suey dinners. 10¢ off on this 2 dinner pack. Net weight 1 lb. 6 ozs. © 18Dec61; KK163371.
Take home dinner for 3. Chicken chow mein. 3 complete 10 oz. servings. Net weight 1 lb. 14 oz. © 18Dec61; KK163373.
Take home dinner for 3. New, six item dinner for 3. Chicken chow mein. 3 complete 10 oz. servings. © 29Sep61; KK162103.

CHURCH & DWIGHT CO., INC. ©
Baking soda for home baking. Arm & Hammer. (In What's new in home economics, Sept. 1961, p.21-24) © 21Aug61; KK161860.
Baking soda makes these Christmas scones. Arm & Hammer. (In What's new in home economics, Nov. 1961, p.31) © 18Oct61; KK163338.

CINCINNATI MILLING MACHINE CO. ©
Heavy duty vertical milling attachment. © 31May61; KK159989.
Motorized tilting wheelhead for Cincinnati no.2 cutter and tool grinders. Publication no.M-2242. © 31May61; KK159987.
No.2 radius grinding attachment for Cincinnati no.2 cutter and tool grinders. Publication no.M-2241. © 31May61; KK159988.

CITIES SERVICE OIL CO. ©
Convert a service station to your type of business. © 11Oct61; KK163069.

CLAFF (M. B.) & SONS, INC. ©
Created by Michael Finelli. © 29Sep58; KK162082.
F. J. Masterson imperial grade. Shoe carton. © 5Jun61; KK161582.
Joslin & Mooney royal purple 2495 series. Shoe carton. © 5Jun61; KK161581.
Randy-Pedics, approved for better foot care. Shoe carton. © 9Aug60; KK162519.

CLAIROL, INC. ©
And now from Clairol research, a great new beauty prescription for troubled hair; Condition. (In American hairdresser, July 1961, p.20-21) Appl. author: Foote, Cone & Belding. © 20Jun61; KK160065.
Are you just a shade away from loveliness? Miss Clairol Hair Color Bath. © 15Apr61; KK159935.
Clairol gives our students confidence in haircoloring ... says Mr. Comer Syprett. Endorsed by Alan L. Swafford. (In National beauty school journal and beauty school management, July 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Jul61; KK160539.
Clairol training films and haircoloring books help to stimulate interest in our daily haircoloring lessons ... says Mrs. Nelle B. Lorick. Endorsed by Ruth Medlin. (In National beauty school journal and beauty school management, Sept. 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Sep61; KK161692.
Does she, or doesn't she? Miss Clairol Hair Color Bath. Bathtub scene. (In Life, June 9, 1961, p.101) Appl. author: Foote, Cone & Belding. © 7Jun61; KK159955.
Does she, or doesn't she? Miss Clairol Hair Color Bath. [Boy & woman by wall] Appl. author: Foote, Cone & Belding. © 30Aug61 (in notice: 1960); KK161864.
Does she, or doesn't she? Miss Clairol Hair Color Bath. [Boy & woman with paint brush in mouth] Appl. author: Foote, Cone & Belding. © 25Aug61 (in notice: 1960); KK161861.
Does she, or doesn't she? Miss Clairol Hair Color Bath. [Boy hugging woman wearing striped dress] Appl. author: Foote, Cone & Belding. © 25Aug61 (in notice: 1960); KK161863.
Does she or doesn't she? Miss Clairol Hair Color Bath. [Boy pulling woman's hair] (In Life, Oct. 27, 1961, p.26) Appl. author: Foote, Cone & Belding. © 25Oct61; KK162950.
Does she, or doesn't she? Miss Clairol Hair Color Bath. [Girl & boy among buttercups] (In Life, Sept. 29, 1961, p.120) Appl. author: Foote, Cone & Belding. © 27Sep61; KK161700.
Does she, or doesn't she? Miss Clairol Hair Color Bath. [Small boy & girl carrying school books] (In Life, Sept. 1, 1961, p.12) Appl. author: Foote, Cone & Belding. © 30Aug61; KK161685.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & little girl against background of blossoms] (In Life, July 14, 1961, p.6) Appl. author: Foote, Cone & Belding. © 12Jul61; KK160654.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & little girl by wall; transit car card] Appl. author: Foote, Cone & Belding. © 24Jul61; KK160547.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & little girl holding telephone] (In Ebony, June 1961, p.118) Appl. author: Foote, Cone & Belding. © 17Jun61; KK163156.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman holding skate] Appl. author: Foote, Cone & Belding. © 25Aug61 (in notice: 1960); KK161862.

Does she, or doesn't she? You and Clairol make such beautiful haircoloring together. Miss Clairol Hair Color Bath. [Boy hugging woman wearing striped blouse] (In Modern beauty shop, May 1961, p.32-33) Appl. author: Foote, Cone & Belding. © 25Apr61; KK160538.

Hate that gray? Wash it away. Loving Care hair color lotion. [Woman & reflection in water] (In The American weekly, Oct. 29, 1961, p.6) Appl. author: Foote, Cone & Belding. © 29Oct61; KK163432.

How to give dry, damaged hair a new lease on life and lustre, by Mr. Stefan Horvath. Condition. (In American hairdresser, Aug. 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 20Jul61; KK160533.

How to make luxury treatments out of regular tint and bleach jobs. Pure white creme developer. (In Beauty trade, Apr. 1961, p.24-25) Appl. author: Foote, Cone & Belding. © 10Apr61; KK161688.

How to sell more haircoloring the Clairol way. © 27Apr61; KK160368.

How to tint for lovely drab shades, without unwanted reds, by Mr. Philip R. Edelmayer. Miss Clairol Hair Color Bath. (In American hairdresser, June 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 20May61; KK161704.

If I've only one life, let me live it as a blonde. Ultra-Blue Lady Clairol. [Man kissing woman's hand] (In Mademoiselle, Nov. 1961, p.57) Appl. author: Foote, Cone & Belding. © 29Oct61; KK162960.

If I've only one life, let me live it as a blonde. Ultra-Blue Lady Clairol cremogenized hair lightener. [Woman holding champagne glass] (In Look, Aug. 1, 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 18Jul61; KK160656.

If I've only one life, let me live it as a Clairol blonde. Ultra-Blue Lady Clairol. [Man kissing woman's hand] Appl. author: Foote, Cone & Belding. © 23Oct61; KK162450.

Inspired by the newest Miss Clairol blonde, Andre Anouge creates a new Flaxen Blonde for your patrons. (In American hairdresser, Nov. 1961, p.18-19) Appl. author: Foote, Cone & Belding. © 20Oct61; KK162958.

An internationally famous hairdresser tells why you should use a special shampoo if you color or lighten your hair. Endorsed by Andre Anouge. (In The Plain dealer Sunday magazine, Nov. 19, 1961, p.4) Appl. author: Foote, Cone & Belding. © 19Nov61; KK163435.

An internationally famous hairdresser tells you why you should use a special shampoo if you color or lighten your hair. Endorsed by Enrico Caruso. (In Mademoiselle, Oct. 1961, p.43) Appl. author: Foote, Cone & Belding. © 29Sep61; KK161689.

Is it true blondes have more fun? Lady Clairol creme hair lightener. Archery scene. (In Look, Mar. 28, 1961, p.64) Appl. author: Foote, Cone & Belding. © 14Mar61; KK160655.

Is it true blondes have more fun? Lady Clairol creme hair lightener. Beach scene. (In Look, July 4, 1961, p.72) Appl. author: Foote, Cone & Belding. © 20Jun61; KK160657.

Is it true, blondes have more fun? Lady Clairol creme hair lightener. [Couple under umbrella] (In Look, May 23, 1961, p.66) Appl. author: Foote, Cone & Belding. © 16May61; KK159970.

Is it true, blondes have more fun? Lady Clairol creme hair lightener. [Woman & man with banjo] (In Chicago Sunday tribune, July 23, 1961, magazine section, p.18) Appl. author: Foote, Cone & Belding. © 23Jul61; KK161702.

Is it true blondes have more fun? Lady Clairol creme hair lightener. [Woman pouring cup of water on man's head] (In Hairdo, Sept. 1961, p.4 of cover) Appl. author: Foote, Cone & Belding. © 6Jul61; KK161691.

Leading beauty schools agree where results count, you can count on Clairol. Endorsed by Jean Page. (In National beauty school journal and beauty school management, Oct. 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Oct61; KK162469.

Miss Clairol Hair Color Bath. Contents 2 fl. oz. © 4Aug61; KK161666.

Miss Clairol turns in another great performance; new movies to teach by, 2 great new Clairol films help your students become haircoloring stars. (In National beauty school journal and beauty school management, June 1961, p.4) Appl. author: Foote, Cone & Belding. © 1Jun61; KK159972.

My hair's gray now, I love it that way. Come Alive Gray. [Couple on steamship] (In The American weekly (The Sunday Oregonian) Sept. 17, 1961, p.8) Appl. author: Foote, Cone & Belding. © 17Sep61; KK161701.

New, Clair-Fill, the creme color builder that helps over-porous hair take and hold color evenly in tinting or toning. 2 heads. (In American hairdresser, July 1961, p.22-23) Appl. author: Foote, Cone & Belding. © 20Jun61; KK160063.

New, quick, easy answer to faded ends in tinting with no extra time or trouble. Clair-Fill. (In American hairdresser, Oct. 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 20Sep61; KK161687.

Now, a quick, easy way to more beautiful blonde toning on over-porous hair. Clair-Fill. Endorsed by Mr. Shacove. (In American hairdresser, Nov. 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 20Oct61; KK162961.

Now be any of these delicate blondes. Creme Toner. (In Life, Sept. 22, 1961, p.49) Appl. author: Doyle Dane Bernbach, Inc. © 21Sep61; KK162066.

Now be any of these delicate blondes; just whisper Clairol Creme Toner to your hairdresser. (In Harper's bazaar, Oct. 1961, p.74-75) Appl. author: Doyle Dane Bernbach, Inc. NM: additions. © 30Sep61; KK162570.

Now, Clairol in new 4-oz. resale size. Shampoo. (In American hairdresser, Oct. 1961, p.140) Appl. author: Foote, Cone & Belding. © 20Sep61; KK162953.

Our warmest thanks for your constant preference for Clairol products and your artistry in using them. Season's greetings. (In American hairdresser, Dec. 1961, p.4-5) Appl. author: Foote, Cone & Belding. © 20Nov61; KK163444.

Sparkling new gift appeal, Vitapointe happy holidays deal with free favors. Christmas tree with favors. (In American hairdresser, Sept. 1961, p.6) Appl. author: Foote, Cone & Belding. © 20Aug61; KK161690.

Vital women use Vitapointe, they know 10 brush strokes work like 100 with new Vitapointe creme hairdress. [Couple at easel] (In Los Angeles times home magazine, Nov. 19, 1961, p.4) Appl. author: Foote, Cone & Belding. © 19Nov61; KK163438.

Vital women use Vitapointe, they know 10 brush strokes work like 100 with new Vitapointe creme hairdress. [Couple in antique shop] (In Los Angeles times, July 9, 1961, p.59) Appl. author: Foote, Cone & Belding. NM: revision. © 9Jul61; KK160536.

Vital women use Vitapointe, they know 10 brush strokes work like 100 with new Vitapointe creme hairdress. [Man & woman opening thermos bottle] (In The American weekly (San Francisco examiner) Aug. 13, 1961, p.17) Appl. author: Foote, Cone & Belding. © 13Aug61; KK163179.

Vital women use Vitapointe, they know 10 brush strokes work like 100 with new Vitapointe creme hairdress. Omnibus scene. Appl. author: Foote, Cone & Belding. © 11Jun61; KK160546.

Vitapointe creme hairdress and conditioner with Sebalm. Net wt. 1 3/4 oz. © 19Apr57; KK160525.

We use Clairol in our hair color training programs at all of our beauty schools with most satisfactory results each and every time, says Jean Page. Endorsed by Reapha Silvestri. (In National beauty school journal and beauty school management, Aug. 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Aug61; KK160534.

We use Clairol products in our clinic and haircoloring program because we can count on excellent results, says Helen Merna. Endorsed by Edsel Beaty. (In National beauty school journal and beauty school management, Nov. 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Nov61; KK163446.

CLARK EQUIPMENT CO. ©

Clark-O-Gram telegram. To: Mr. Clark Employee, Industrial City, U. S. A. © 11Oct61; KK162609.

CLEANER CARE CO. ©

Modern service, Cleaner Care by experts. © 27Nov60; KK159846.

CLEEK, CHARLES. ©

Count down missile and launcher. © 27Oct61; KK162258.

CLEVELAND COCA-COLA BOTTLING CO. ©

Coca-Cola presents the history of bowling, 33. (In The Cleveland kegler, Sept. 12, 1961, p.5) Appl. author: Charles M. Schloss. © 12Sep61; KK161335.

Coca-Cola presents the history of bowling, 34. (In The Cleveland kegler, Sept. 26, 1961, p.5) Appl. author: Charles M. Schloss. © 26Sep61; KK161497.

CLEVELAND COCA-COLA BOTTLING CO.-Con.

Coca-Cola presents the history of bowling, 35. (In The Cleveland kegler, Oct. 10, 1961, p.5) Appl. author: Charles M. Schloss. © 10Oct61; KK161802.

Coca-Cola presents the history of bowling, 36. (In The Cleveland kegler, Oct. 24, 1961, p.5) Appl. author: Charles M. Schloss. © 24Oct61; KK161995.

Coca-Cola presents the history of bowling, 37. (In The Cleveland kegler, Nov. 7, 1961, p.5) Appl. author: Charles M. Schloss. © 7Nov61; KK162512.

Coca-Cola presents the history of bowling, 38. (In The Cleveland kegler, Nov. 21, 1961, p.5) Appl. author: Charles M. Schloss. © 21Nov61; KK162780.

Coca-Cola presents the history of bowling, 39. (In The Cleveland kegler, Dec. 5, 1961, p.5) Appl. author: Charles M. Schloss. © 5Dec61; KK163031.

CLEVELAND HOSPITAL COUNCIL. ©

Our voluntary hospitals. What they are, what they mean to us. © 25Aug61; KK161976.

CLEVELAND TWIST DRILL CO. ©

Quality tools are your best investment. (In Mill & factory, Oct. 1961, p.142) Appl. author: W. Emerson Wenger. © 2Oct61; KK161553.

CLEVELAND TWIST DRILL CO. BAY STATE TAP & DIE CO. SEE Bay State Tap & Die Co.

CLOROX CO. ©

Free 1961 Rand McNally world map, for premium points from Clorox. (In The Denver post, Aug. 31, 1961, p.36) Appl. author: Honig-Cooper & Harrington. © 31Aug61; KK162606.

It's the news inside the plastic bottles that makes Clorox America's most-preferred bleach. [Little boy with soiled shirt collar] (In The Milwaukee journal, Oct. 5, 1961, pt.4, p.18) Appl. author: Honig-Cooper & Harrington. NM: "additional textual material". © 5Oct61; KK162706.

It's the news inside the plastic bottles that makes Clorox America's most-preferred bleach. [Man with soiled shirt collar] (Ir The Fargo forum, Aug. 16, 1961, section 2, p.20) Appl. author: Honig-Cooper & Harrington. © 16Aug61; KK161787.

New, from Clorox, America's largest selling bleach; patented design plastic safety bottles. (In St. Paul pioneer press, May 25, 1961, p.12) Appl. author: Honig-Cooper & Harrington. © 25May61; KK162505.

New from Clorox, patented design plastic bottles. Clorox gives you ... power that effectively gets out suds-proof body dirt. Bleach. (In Cleveland plain dealer, Sept. 8, 1961, pt.2, p.16) Appl. author: Honig-Cooper & Harrington. © 8Sep61; KK161792.

New from Clorox: patented design plastic safety bottles. Available in gallons, half-gallons and new king size that contains over 5 quarts yet weighs less than a glass gallon. (In St. Louis post-dispatch, Sept. 14, 1961, p.4F) Appl. author: Honig-Cooper & Harrington. NM: "additional textual and pictorial material". © 14Sep61; KK162705.

New from Clorox, patented design plastic safety bottles. Bleach. (In Los Angeles times, Aug. 17, 1961, section 1, p.23) Appl. author: Honig-Cooper & Harrington. © 17Aug61; KK161788.

New from Clorox, patented design plastic safety bottles. Clorox does more than whiten. Bleach. (In The Muskegon chronicle, May 31, 1961, section 2, p.15) Appl. author: Honig-Cooper & Harrington. © 31May61; KK161793.

New from Clorox, patented design plastic safety bottles; new Clorox plastic safety bottles won't break. Bleach. (In Columbus evening dispatch, May 4, 1961, p.12B) Appl. author: Honig-Cooper & Harrington. © 4May61; KK160191.

New from Clorox: patented design plastic safety bottles. Save 8 cents on Clorox. (In The Muskegon chronicle, June 28, 1961, sec.1, p.9) Appl. author: Honig-Cooper & Harrington. NM: "additional textual material". © 28Jun61; KK162194.

New from Clorox, patented design plastic safety bottles. Won't break. Bleach. (In Buffalo evening news, Sept. 28, 1961, section 3, p.51) Appl. author: Honig-Cooper & Harrington. © 28Sep61; KK161791.

New from Clorox, patented design plastic safety bottles; won't break. Bleach. (In Columbus evening dispatch, May 18, 1961, p.18A) Appl. author: Honig-Cooper & Harrington. © 18May61; KK160192.

Protect your children's health, use Clorox in your wading pool. (In The Cleveland press, June 7, 1961, p.C10) Appl. author: Honig-Cooper & Harrington. © 7Jun61; KK160813.

Protect your children's health, use Clorox in your wading pool. (In The Phoenix gazette, June 15, 1961, section 3, p.42) Appl. author: Honig-Cooper & Harrington. © 15Jun61; KK161789.

Prove it your next wash, today's Clorox gets out dirt that suds leave in. Bleach. (In The Cincinnati post, May 18, 1961, p.40) Appl. author: Honig-Cooper & Harrington. © 18May61; KK160193.

Save 8¢ on Clorox, America's largest selling bleach, now in plastic safety bottles. (In The Minneapolis star, June 7, 1961, p.15C) Appl. author: Honig-Cooper & Harrington. © 7Jun61; KK160814.

Special trial offer: save 8 cents on Clorox in plastic safety bottles. (In The Cincinnati post times star, Nov. 9, 1961, p.43) Appl. author: Honig-Cooper & Harrington. © 9Nov61; KK163119.

This oily body dirt is suds-proof. Bleach. [Little boy with soiled shirt collar] (In Buffalo evening news, Aug. 24, 1961, section 2, p.32) Appl. author: Honig-Cooper & Harrington. © 24Aug61; KK161784.

This oily body dirt is suds-proof. Bleach. [Little boy with soiled shirt collar] (In The Grand Rapids press, Aug. 24, 1961, section 3, p.38) Appl. author: Honig-Cooper & Harrington. © 24Aug61; KK161786.

This oily body dirt is suds-proof. Bleach. [Man with soiled shirt collar] (In The Washington post & times herald, Sept. 28, 1961, section C, p.2) Appl. author: Honig-Cooper & Harrington. © 28Sep61; KK161785.

This oily body dirt is suds-proof. Bleach. Special offer. [Little boy with soiled shirt collar] (In St. Petersburg times, Sept. 14, 1961, p.6-D) Appl. author: Honig-Cooper & Harrington. © 14Sep61; KK161790.

This oily body dirt is suds-proof, you need Clorox to clean it out. (In Buffalo evening news, July 13, 1961, p.2) Appl. author: Honig-Cooper & Harrington. © 13Jul61; KK160817.

This oily body dirt is suds-proof, you need Clorox to clean it out; now in plastic safety bottles. (In Columbus evening dispatch, July 13, 1961, p.12B) Appl. author: Honig-Cooper & Harrington. © 13Jul61; KK160816.

This oily body dirt is suds-proof, you need Clorox to clean it out; save 5¢ on special gallons. (In The Birmingham news, July 13, 1961, p.52) Appl. author: Honig-Cooper & Harrington. © 13Jul61; KK160812.

Why scrub collars? Just add Clorox to your suds and let your washer do the work. (In The Cleveland press, May 17, 1961, p.C19) Appl. author: Honig-Cooper & Harrington. © 17May61; KK160815.

COAST PACIFIC REALTY.

For sale, Hollywood Riviera eight units. NM: additions. © Charles R. Fish d.b.a. Coast Pacific Realty; 19Aug61; KK161433.

COATES, CECIL H. SEE Bi-Lo Check Print. Co.

COCA-COLA CO. ©

Beach party? Have a ball, have a Coke. (In Seventeen, July 1961, p.3 of cover) Appl. author: McCann-Erickson, Inc. © 1Jul61; KK159930.

Big refreshment value. Chef. Appl. author: McCann-Erickson, Inc. © 1Aug61; KK161334.

Big refreshment value. Potato chips. Appl. author: McCann-Erickson, Inc. © 1Sep61; KK161331.

Enjoy a float with Coke. Appl. author: McCann-Erickson, Inc. © 30Jun61; KK159931.

Enjoy that refreshing new feeling, that special zing, you get from Coke; field signals. Boy Scout & signals. (In Boy's life, Oct. 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Sep61; KK161868.

Enjoy that refreshing new feeling you get from Coke. Coke & food. (In The Reader's digest, Mar. 1961) Appl. author: McCann-Erickson, Inc. © 21Feb61; KK159917.

From Barcelona to Burbank, one thing remains the same, the cold crisp taste, the cheerful lift of ice cold Coca-Cola. (In Leatherneck, Sept. 1959, p.1) © 25Aug59; KK162885.

Get that refreshing new feeling, enjoy the special zing Coke gives you. Bottle in show. (In Ebony, Aug. 1961, p.27) Appl. author: McCann-Erickson, Inc. © 15Jul61; KK161881.

Hot foods call for ice-cold Coke. [Crown rib roast & Coke] (In McCall's, Feb. 1961, p.26) Appl. author: McCann-Erickson, Inc. © 17Jan61; KK159926.

Hot foods call for ice-cold Coke. (In McCall's, Oct. 1961, p.223) Appl. author: McCann-Erickson, Inc. © 21Sep61; KK161870.

Hot foods call for ice-cold Coke. [Steak & Coke] (In McCall's, June 1961) Appl. author: McCann-Erickson, Inc. © 17May61; KK159927.

How to lighten your study load, stack on the Coke and go, go, go. [Freshman boy carrying books for couple] (In The American girl, Oct. 1961) Appl. author: McCann-Erickson, Inc. © 25Sep61; KK162529.

King size Coke. Big cheese with crackers. © 2Oct61; KK161883.

Now for that refreshing new feeling, that special zing you get from Coke. Boy Scout & bugle. (In Boy's life, July 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 26Jun61; KK159924.

1, 2, 3, zing, or how to make a float with Coke. (In Junior scholastic, Apr. 26, 1961, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 24Apr61; KK159928.

Randolf the red-faced retailer was caught with his supply of Coke down at Christmas. (In Chain store age, Oct. 1959, p.35) © 30Sep59; KK162886.

Reach for that refreshing new feeling, that special zing you get from Coke. Boy Scouts in canoes. (In Boy's life, June 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25May61; KK159925.

Refreshing new feeling. Barn dance. Appl. author: McCann-Erickson, Inc. © 2Oct61; KK161882.

Refreshing new feeling. Refreshed shopper. Appl. author: McCann-Erickson, Inc. © 1Nov61; KK162541.

Refreshing new feeling. Tuba player. Appl. author: McCann-Erickson, Inc. © 1Sep61; KK161333.

Santa Claus and dog. (In National geographic magazine, Dec. 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 10Nov61; KK162671.

Sing out the carols; then zing out for Coca-Cola. (In Senior scholastic, Dec. 6, 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 4Dec61; KK163042.

Tan ta li zing; enjoy that refreshing new feeling with a float with Coke. Ice cream & Coke. (In American girl, Apr. 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Mar61; KK159921.

Ticket for Treatsville: long, tall sandwich and long, tall bottle of Coke. [Dagwood sandwich, bottle & glass] (In Junior scholastic, Oct. 25, 1961, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 23Oct61; KK162536.

What a refreshing new feeling. Women shoppers. (In The Saturday evening post, Nov. 18, 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 14Nov61; KK162670.

What a refreshing new feeling, what a special zing you get from Coke. College graduates. (In The Reader's digest, May 1961) Appl. author: McCann-Erickson, Inc. © 21Apr61; KK159919.

What a refreshing new feeling, what a special zing you get from Coke. Couple under table in rain. (In Life, Apr. 7, 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Apr61; KK159929.

What a refreshing new feeling, what a special zing you get from Coke. Skin divers. (In The Saturday evening post, June 3, 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 31May61; KK159920.

When friends drop in. Santa Claus and dog. Appl. author: McCann-Erickson, Inc. © 1Dec61; KK163044.

Zing for your supper with ice cold Coke. Six new supper sandwiches to enjoy with sparkling Coca-Cola. (In McCall's, Apr. 1961, p.32-33) Appl. author: McCann-Erickson, Inc. © 17Mar61; KK159923.

Zing, refreshing new feeling. Couple in surf. Appl. author: McCann-Erickson, Inc. © 1Aug61; KK161332.

Zing, what a refreshing new feeling, what a special zing, you get from Coke. Barn dance. (In The New Yorker, Sept. 23, 1961) Appl. author: McCann-Erickson, Inc. © 21Sep61; KK161869.

Zing, what a refreshing new feeling, what a special zing you get from Coke. Girl in valentine dress. (In American girl, Feb. 1961, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Jan61; KK159918.

Zing, what a refreshing new feeling, what a special zing you get from Coke. Girl on trampoline. (In The New Yorker, Apr. 8, 1961) Appl. author: McCann-Erickson, Inc. © 6Apr61; KK159922.

Zing, what a refreshing new feeling, what a special zing you get from Coke. Ice skaters. (In The Saturday evening post, Jan. 14, 1961) Appl. author: McCann-Erickson, Inc. © 10Jan61; KK159916.

COCHRAN (JACQUELINE), INC. ©
For those with the wisdom to recognize an elegant perfume and the wherewithal to wear it, Capricci, the new perfume by Nina Ricci. (In Harper's bazaar, Oct. 1, 1961, p.71) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © Jacqueline Cochran, Inc. (in notice: Jacqueline Cochran Cosmetics); 1Oct61; KK162098.

Velvetize, do far more than merely moisturize your skin. Flowing Velvet hydrophilic cream. (In Harper's bazaar, Oct. 1, 1961, p.68-69) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 1Oct61; KK162099.

COINTREAU, LTD. ©
Cointreau liqueur; 20. (In The New Yorker, Apr. 4, 1959, p.155) Appl. author: Reach, McClinton & Co., Inc. © 4Apr59; KK162187.

COLE STEEL EQUIPMENT CO. ©
Best seat in the office. The Executive. Appl. author: Frank L. Chilton. © 31May61; KK161382.

COLGATE PALMOLIVE CO. ©
Hot weather warning: Dry and dusty, or warm and sticky. When the weather changes your skin, be sure to change to Choice soap. (In The Wichita Falls times, June 15, 1961, p.11B) Appl. author: Ted Bates & Co., Inc. © 15Jun61; KK161218.

It's here, the new Colgate toothbrush. (In Life, July 21, 1961) Appl. author: Ted Bates & Co., Inc. © 19Jul61; KK160696.

Nature created 3 skin tones: dry, normal, oily. Because no single soap can possibly be right for all 3, Colgate created Choice in 3 formulas. (In Fort Wayne news sentinel, June 13, 1961, p.22) Appl. author: Ted Bates & Co., Inc. © 13Jun61; KK161217.

New, Colgate toothbrush. Designed to clean teeth cleaner, be gentle to the gums. (In Journal of American Dental Assn., Sept. 1961, p.217) Appl. author: Ted Bates & Co., Inc. © 1Sep61; KK162635.

New, Colgate toothbrush. Designed to clean teeth cleaner, treat gums gently. (In Dental survey, July 1961, p.913) Appl. author: Ted Bates & Co., Inc. © 1Jul61; KK162634.

New, the Colgate toothbrush. (In Good housekeeping, Aug. 1961, p.19) Appl. author: Ted Bates & Co., Inc. © 18Jul61; KK160685.

Now, from Colgate ... Colgate Fluoride; new foaming fluoride toothpaste with the world's best toothpaste taste. (In New York times, Nov. 28, 1961, p.23) Appl. author: Ted Bates & Co., Inc. © 28Nov61; KK163125.

Now, from Colgate, you can get the benefits of brushing with fluoride toothpaste with the world's best toothpaste taste. New Colgate Fluoride. (In The Kansas City times, Nov. 8, 1961, p.11) Appl. author: Ted Bates & Co., Inc. © 8Nov61; KK163126.

This girl needs a light deodorant, this girl needs a medium deodorant. All 3 girls need unique new Poise roll-on deodorant. (In Life, July 7, 1961, p.R1-2) Appl. author: Norman, Craig & Kummel, Inc. © 5Jul61; KK161041.

COLLE MCVOY WESTON BARNETT, INC. ©
Our industrial heritage. Chamberlain Corporation opens opportunities for the future through research and manufacture of improved products for homes, farms and defense. Clothes wringers. (In Waterloo Sunday courier, Sept. 24, 1961, p.26) © 24Sep61; KK162102.

COLLEGE INN. SEE College Inn Food Products Corp.

COLLEGE INN FOOD PRODUCTS CORP.
Get both free; egg noodles and chicken, chicken broth. (In Philadelphia evening bulletin) © College Inn, accepted alternative designation of College Inn Food Products Corp.; 21Sep61; KK161517.

COLONIAL YORK TOURIST BUREAU. ©
Colonial York Tourist Bureau, Schmidt Building, York, Pa. Letterhead. By Fred J. Bailey. © 23Aug61; KK161206.

COLOR TILE CO. OF COLO. SEE Color Tile Co. of Colorado, Inc.

COLOR TILE CO. OF COLORADO, INC.
Thousands of cartons. Wall tile. (In The Joliet herald news, Oct. 1, 1961, p.11) © Color Tile of Colorado, Inc. (in notice: Color Tile Co. of Colo.); 1Oct61; KK162986.

Thousands of cartons of vinyl tile. (In The Joliet herald news, Sept. 17, 1961, p.10) © Color Tile of Colorado, Inc. (in notice: Color Tile Co. of Colo.); 17Sep61; KK162988.

Tile sale. (In The Joliet herald news, Sept. 10, 1961, p.9) © Color Tile of Colorado, Inc. (in notice: Color Tile Co. of Colo.); 10Sep61; KK162987.

COLOR TILE OF COLORADO, INC. SEE Color Tile Co. of Colorado, Inc.

COLUMBIA (MO.) CHAMBER OF COMMERCE.
Genuine Boone County ham. © Columbia Chamber of Commerce; 7Aug61; KK160565.

COMET RICE MILLS. ©
Cooked rice. Enriched longrain rice. Ready to eat. Net wt. 12 ozs. © 17Apr61; KK161111.

COMMONWEALTH EDISON CO.
We heat this big house electrically for just $23 a month. Endorsed by Patrick G. McIlwee. (In Chicago daily news, June 2, 1961, p.11) © Commonwealth Edison Co. k.a. Commonwealth Edison - Public Service Co.; 2Jun61; KK159860.

When you build a new house, get the year round climate you want with an electric heat pump. (In Chicago daily news, June 16, 1961, p.13) © Commonwealth Edison Co., otherwise k.a. Commonwealth Edison - Public Service Co.; 16Jun61; KK159886.

COMMONWEALTH EDISON - PUBLIC SERVICE CO. SEE Commonwealth Edison Co.

COMMUNITY HEALTH ASSN., INC., SEATTLE.
Community Health Association, Inc. welcomes you, a special charter member to our new participation plan. NM: new matter. © Community Health Assn., Inc.; 19Aug61; KK161979.

COMPTONE CO., LTD. ©
Sunglasses, 1962. Leaders in style, quality, value. Appl. author: Leo Bernstein. © 29Sep61; KK162196.
VueMore wide-angle sport sunglasses. Appl. author: Leo Bernstein. © 1Dec61; KK162963.

CONGOLEUM-NAIRN, INC. ©
Solid sell; new solid vinyl is a big talking point, looks better, costs less. Wonderflor solid vinyl tiles. (In House & home, Aug. 1959, p.2 of cover) Appl. author: Keyes, Madden & Jones. © 22Jul59; KK162663.
You can count on it, you'll make money with Loomweve. Luxury tufted rugs and carpets. (In Textile Manufacturers Assn. directory 1961, p.9) © 28Feb61 (in notice: 1960); KK160265.

CONSOLIDATED PIPE CO. OF AMERICA. ©
The most forgettable pipe made. © 10May61; KK160386.

CONTEMPORARY ARTS, INC. ©
Speechkit, a new aid for public speaking. © 11Dec61; KK163481.

CONTINENTAL BAKING CO., INC. ©
Be a Wonder winner with Wonder bread. (In Sunday tribune, Minneapolis, Apr. 16, 1961) Appl. author: Ted Bates & Co., Inc. © 16Apr61; KK160687.
Buttermilk makes the flavor; Wonder enriched bread. (In Philadelphia tribune, Apr. 4, 1961) Appl. author: Ted Bates & Co., Inc. © 4Apr61; KK160691.
Fan mail. Wonder Round-Up enriched bread. (In Journal, Portland, Or., Apr. 18, 1961) Appl. author: Ted Bates & Co., Inc. © 18Apr61; KK160674.
First bread improvement you can actually see, new Wonder Magic-Mix has no holes, looks like cake. (In Argus leader, Sioux Falls, S. D., June 21, 1961) Appl. author: Ted Bates & Co., Inc. © 21Jun61; KK160704.
First bread improvement you can actually see, new Wonder Magic-Mix has no holes, no streaks. (In Pipestone county star, Apr. 17, 1961, p.6) Appl. author: Ted Bates & Co., Inc. © 17Apr61; KK160692.
First bread improvement you can actually see; new Wonder soft-whipped has no holes, no streaks. (In Council Bluffs nonpareil, May 4, 1961, p.17) Appl. author: Ted Bates & Co., Inc. © 4May61; KK160686.
Fresh from the chuck wagon, Wonder Round-Up bread. (In Journal, Portland, Or., Apr. 13, 1961) Appl. author: Ted Bates & Co., Inc. © 13Apr61; KK160673.
Get ready, get set for an avalanche of business as Hostess introduces Metropolitan New York to something new and different, Hostess English muffins. (In Modern grocer, Apr. 14, 1961, p.3) Appl. author: Ted Bates & Co., Inc. © 14Apr61; KK160682.
Here's a promise to Gary area housewives. Wonder enriched bread. L. W. Kirkpatrick. (In Post tribune, Gary, Ind., May 18, 1961) Appl. author: Ted Bates & Co., Inc. © 18May61; KK160697.
Here's a promise to Hammond area housewives. Wonder enriched bread. John Golembrewshi. (In Times, Hammond, Ind., May 18, 1961) Appl. author: Ted Bates & Co., Inc. © 18May61; KK160701.
How to outwit your appetite. Profile special formula bread. Girl with rope. (In Standard times, New Bedford, Mass., July 19, 1960) Appl. author: Ted Bates & Co., Inc. © 19Jul60; KK160671.
The inspiring story of Harold. Wonder enriched bread. Circular. Appl. author: Ted Bates & Co., Inc. © 28Dec60; KK160676.
A man's bread for doing a man's work; Round-Up enriched bread. (In Ponca City news, July 14, 1960) Appl. author: Ted Bates & Co., Inc. © 14Jul60; KK160670.
A man's bread for doing a man's work, Wonder Round-Up. (In Alexandria daily town talk, Jan. 3, 1961, p.5) Appl. author: Ted Bates & Co., Inc. © 3Jan61; KK161274.
Mother, give your child the 12 building blocks of life found in Wonder bread. Endorsed by Stan Musial. (In Utica observer-dispatch, Apr. 4, 1961, p.7) Appl. author: Ted Bates & Co., Inc. © 4Apr61; KK161273.
Mother, help your child be a Wonder winner. Enriched bread. (In St. Louis post-dispatch, May 7, 1961, p.9) Appl. author: Ted Bates & Co., Inc. © 7May61; KK160680.
New, Hostess English muffins come to you, fork-split for convenience. (In Daily news, New York, Apr. 11, 1961, p.39) Appl. author: Ted Bates & Co., Inc. © 11Apr61; KK160684.
New Wonder poly-bag wrapper makes Wonder bread feel so soft, taste so fresh for days and days. (In The Dallas morning news, Mar. 9, 1961, section 5, p.7) Appl. author: Ted Bates & Co., Inc. © 9Mar61; KK160675.
Only 225 calories in this revolutionary new food discovery; 3's a meal. Hostess 225 cakes. (In Columbus dispatch, Apr. 12, 1961, p.7B) Appl. author: Ted Bates & Co., Inc. © 12Apr61; KK160690.
Only Wonder bread has it; new lock-in tab seals poly-bag tight. (In Dallas times herald, Mar. 28, 1961, p.8-A--8-B) Appl. author: Ted Bates & Co., Inc. © 28Mar61; KK160689.
The TV campaign that is making bread sales history; top stars join Wonder winner campaign. Endorsed by Don Carter. (In Modern grocer, June 9, 1961, p.9) Appl. author: Ted Bates & Co., Inc. © 9Jun61; KK160702.
The TV campaign that is making bread sales history; top stars join Wonder winner campaign. Endorsed by Mickey Mantle. (In Modern grocer, June 16, 1961, p.9) Appl. author: Ted Bates & Co., Inc. © 16Jun61; KK160703.
The TV campaign that is making bread sales history; top stars join Wonder winner campaign. Endorsed by Stan Musial. (In Modern grocer, May 19, 1961, p.11) Appl. author: Ted Bates & Co., Inc. © 19May61; KK160700.
The TV campaign that is making bread sales history; top stars join Wonder winner campaign. Endorsed by Warren Spahn. (In Modern grocer, May 5, 1961, p.5) Appl. author: Ted Bates & Co., Inc. © 5May61; KK160693.
The TV campaign that's breaking all sales records. Wonder enriched bread. (In Modern grocer, Mar. 24, 1961, p.7) Appl. author: Ted Bates & Co., Inc. © 24Mar61; KK160688.
To all housewives in the Gary area. Wonder enriched bread. Theodore P. Bode. (In Post tribune, Gary, Ind., May 4, 1961) Appl. author: Ted Bates & Co., Inc. © 4May61; KK160694.
To all housewives in the Hammond area. Wonder enriched bread. Jay Thornton. (In Times, Hammond, Ind., May 4, 1961) Appl. author: Ted Bates & Co., Inc. © 4May61; KK160695.
Today is Wonder Round-Up day. Enriched bread. (Today's Round-Up day) (In Journal, Portland, Or., Apr. 11, 1961) Appl. author: Ted Bates & Co., Inc. © 11Apr61; KK160672.
Today's big winner; Wonder Daily Double enriched bread. (In Independent-press-telegram, Long Beach, Calif., Mar. 9, 1961) Appl. author: Ted Bates & Co., Inc. © 9Mar61; KK160681.
Wonder winner campaign makes bread sales history. Basketball scenes. (In Modern grocer, Jan. 20, 1961, p.9) Appl. author: Ted Bates & Co., Inc. © 20Jan61; KK160677.
Wonder winner campaign wins with small fry. Enriched bread. [Children watching baseball game on TV] (In Modern grocer, Feb. 10, 1961, p.11) Appl. author: Ted Bates & Co., Inc. © 10Feb61; KK160679.

CONTINENTAL OIL CO. ©
The distance brand, the power brand. Conoco, hottest brand going. Arrows "A". (In Pueblo star-journal and Sunday chieftain, Colo., July 5, 1961, p.5B) Appl. states prev. pub. in Oil daily, June 21, 1961. NM: text revision. © 5Jul61; KK161828.
The distance brand; the power brand. Conoco, hottest brand going. Arrows "B". (In Argus & dispatch, Rock Island, July 19, 1961, pt.2, p.18) © 19Jul61; KK161823.
Guaranteed protection all winter long. Conoco anti-freeze. (In Billings gazette, Sept. 6, 1961, p.18) © 6Sep61; KK161820.
Hottest brand going, Conoco. College boys. (In Billings gazette, Apr. 12, 1961, p.18) © 12Apr61; KK161826.
Hottest brand going; Conoco. Kids in convertible. (In Life, Apr. 7, 1961, p.95) © 7Apr61; KK161827.
Hottest brand going. Conoco. Little girl with credit card. (In Life, May 19, 1961, p.80) © 19May61; KK161822.
Hottest brand going. Conoco; 3 great gasolines. 3 pumps. (In Life, Apr. 7, 1961, p.95) © 7Apr61; KK161825.
How can Conoco's 3 grades of gasoline save you money? Hottest brand going. (In Life, June 30, 1961, p.12) © 30Jun61; KK161821.
Never a failure from inadequate protection, thanks to Conoco. Hottest brand going. (In Western farm life, June 1, 1961, p.24) © 1Jun61; KK161829.
Now, power without waste with Conoco's 3 great gasolines. Hottest brand going. 3 cars. (In Sioux City journal, July 19, 1961, sec.A, p.8) © 19Jul61; KK161824.
10 years without an overhaul, thanks to Conoco. Hottest brand going. (In Progressive farmer, Texas ed., Feb. 1961, p.121) © 10Jan61; KK162109.

CONVEYOR DIVISION, AMERICAN MONORAIL CO. SEE American Monorail Co. Conveyor Division.

COPAKEN, RICHARD DANIEL. SEE Avant Gardes.

CORONADO FOOD CO. ©
Hajie Baba brand frozen rice pilaf, Armenian style. Net wt. 12 ozs. Appl. author: Sharon Wenz. © 12Jun61; KK159876.

COSMAIR, INC. ©
Paris born, world adored; now, the exquisitely blended hair colours of L'Oreal of Paris. (In Modern beauty shop, Aug. 1959, p.3 of cover) © 22Jul59; KK162309.

COTY, INC. ©
The delicate art of being a girl is keeping your feet on the ground and your head in a cloud of L'Aimant by Coty. (In Seventeen, Nov. 1959, p.71) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31Oct59; KK160642.

CRAFT STUDIOS. ©
Cattleya orchid. NM: "revision, compilation and new pictorial material." © 1Mar61; KK160476.
Garden iris. NM: "revision, compilation and new pictorial material." © 1Mar61; KK160477.
Peony. NM: "revision, compilation, new pictorial material." © 1Mar61; KK160478.
Rhododendron. NM: revision, compilation, new pictorial material. © 1Mar61; KK160595.

CRESTLINE DIVISION, CAL-DAK CO. SEE Cal-Dak Co. Crestline Division.

CROSS-OUT ADVERTISING CO., INC. ©
Play Cross-Out for cash. NM: changes & additions. © 15Jun61; KK160851.
$72,250 in cash, free; 7,450 prizes. Please follow these simple rules. Game no.1. Safeway. (In The Oregonian, Jan. 19, 1961, p.10-11) NM: changes & additions. © 19Jan61; KK160942.

CROTON WATCH CO. ©
Now, a plan to bring you quantity sales; technical watches. (In National jeweler, Nov. 1961, p.70) Appl. author: L. C. Gumbinner Advertising Agency. © 1Nov61; KK162846.
They're a double investment for her, but what's in it for you? (In Jewelers' circular-keystone, Sept. 1961, p.22-23) Appl. author: L. C. Gumbinner Advertising Agency. © 1Sep61; KK161366.

CROWN ZELLERBACH CORP. ©
Artichoke hearts, quarters and halves; stock vignette, no.962. © 6Oct61; KK163475.
Asparagus spears; no.1106 stock vignette. Glosseal. © 4Aug61; KK161003.
Baby butter beans; stock vignette, no.952. © 1Nov61; KK163471.
Build customer confidence with the sends you wrap. © 1Oct61; KK162838.
Butter beans; no.1130 stock vignette. Glosseal. © 4Aug61; KK161005.
Candied yams; stock vignette, no.959. © 1Nov61; KK163473.
Chopped turnip greens with diced turnips; stock vignette, no.963. © 1Nov61; KK163474.
Cooked squash; stock vignette, no.937. © 30Aug61; KK162827.
Corn on the cob; stock vignette, no. 1120. © 6Oct61; KK163476.
Cream style corn; stock vignette, no.964. © 1Nov61; KK163479.
Crowder peas; stock vignette, no.948. © 1Nov61; KK163472.
Cut asparagus spears; no.1107 stock vignette. Glosseal. © 4Aug61; KK161004.
For you, a new convenient take bag, better because it's stronger. © 1Oct61; KK162839.
Just arrived: new quilted Zee. Toilet tissue. Stork design. (In The Bakersfield Californian, Sept. 12, 1961, p.32) © 12Sep61; KK162762.
Just hatched: new quilted Zee. Toilet tissue. Egg design. (In The Bakersfield Californian, Oct. 3, 1961, p.30) © 3Oct61; KK162763.
Just hatched: new quilted Zee. Toilet tissue. Nest design. (In The Bakersfield Californian, Oct. 24, 1961, p.36) © 24Oct61; KK162764.
Lady Creme peas; stock vignette, no.972. © 6Oct61; KK163477.
Remember, with the new take bags it's easier than ever to talk up takes. © 1Oct61; KK162837.
Sliced carrots; no.931 stock vignette. Glosseal. © 4Aug61; KK161002.
Speckled butter beans; stock vignette, no.967. © 6Oct61; KK163478.
What is level/smooth? Publisheen, Lithosheen, Litholinn. © 2Aug61; KK162055.
What is level/smooth? Surfa/Gloss, Franciscan Gloss. © 3Jul61; KK162054.
Zee clear waxed sandwich bags. New, 30 extra large. © 24Aug61; KK162088.
Zee fun-a-rama. [Rhinoceros, leopard & bull] © 12Dec61; KK162931.
Zee lunch bags. Swirl design. 50. © 2Aug61; KK160713.

CUSTOM FARMS, INC. ©
Daisy-Crest eggs. One dozen large grade A. Appl. author: J. Walter Thompson Co. © 7Sep61; KK161867.

CUTLERS GUILD, LTD.
Luau hostess set. Box. © Cutlers Guild, Ltd., a subsidiary of Imperial International Corp.; 12Jul61; KK160404.

D

DCA. SEE Dental Corp. of America.

D. L. C. A. SEE Dairymen's League Cooperative Assn.

DAIRY DAN, INC. ©
Mobile III. One freezer console for triple profit potential. © 28Aug61; KK161548.
Watch for us; a secret recipe plus fresh sweet cream and milk. © 28Aug61; KK161549.

DAIRY QUEEN NATIONAL DEVELOPMENT CO. ©
After the game, make a Dairy Queen sundae stop. (In The Pittsburg sun, July 29, 1961, p.7) Appl. author: Paul D. Graning. © 29Jul61; KK162913.
Banana split sale. (In Roswell daily record, July 18, 1961, p.6) Appl. author: Paul D. Graning. © 18Jul61; KK162910.
Chores got you down? Take it easy. Take a Dairy Queen shake break. (In The Spirit, Punxsutawney, Pa., Aug. 17, 1961, p.11) Appl. author: Paul D. Graning. © 17Aug61; KK162917.
Fit for a king, enjoy a Dairy Queen royal treat. (In The Lebanon reporter, Aug. 18, 1961, p.3) Appl. author: Paul D. Graning. © 18Aug61; KK162914.
For family fun, make a Dairy Queen sundae stop. (In Winsted evening citizen, July 29, 1961, p.3) Appl. author: Paul D. Graning. © 29Jul61; KK162908.
For snacks 'n parties, try a Dairy Queen take-home treat. (In The Berkshire eagle, July 22, 1961, p.24) Appl. author: Paul D. Graning. © 22Jul61; KK162912.
Frozen dessert: coconut nut roll. Item no.59-634. Recipe card. Appl. author: Paul D. Graning. © Dairy Queen National Development Co. (in notice: National Dairy Queen Development Co.); 15May59; KK160810.
Frozen dessert: Easter eggs. Item no.59-632. Recipe card. Appl. author: Paul D. Graning. © Dairy Queen National Development Co. (in notice: National Dairy Queen Development Co.); 15May59; KK160808.
Frozen dessert: frozen eclairs. Item no.59-630. Recipe card. Appl. author: Paul D. Graning. © Dairy Queen National Development Co. (in notice: National Dairy Queen Development Co.); 15May59; KK160807.
Frozen dessert: lady finger torte. Item no.59-633. Recipe card. Appl. author: Paul D. Graning. © Dairy Queen National Development Co. (in notice: National Dairy Queen Development Co.); 15May59; KK160811.
Frozen dessert: tarts. Item no. 59-631. Recipe card. Appl. author: Paul D. Graning. © Dairy Queen National Development Co. (in notice: National Dairy Queen Development Co.); 15May59; KK160809.
Hot and thirsty? Relax. Take a Dairy Queen shake break. (In Marshalltown times-republican, Aug. 2, 1961, p.14) Appl. author: Paul D. Graning. © 2Aug61; KK162904.
Live it up, enjoy a Dairy Queen royal treat. (In West Central daily tribune, Willmar, Minn., July 19, 1961, p.6) Appl. author: Paul D. Graning. © 19Jul61; KK162907.
Malt 'n shake sale. (In Marinette eagle-star, July 12, 1961, p.2) Appl. author: Paul D. Graning. © 12Jul61; KK162905.
New at Dairy Queen, shake-a-float. (In Great Bend daily tribune, Aug. 24, 1961, p.5) Appl. author: Paul D. Granning. © 24Aug61; KK162916.
Par-Fay sundae. (In Columbus ledger, Aug. 8, 1961, p.8) Appl. author: Paul D. Graning. © 8Aug61; KK162911.
Par-Fay sundae sale. (In Sapulpa daily herald, July 19, 1961, p.8) Appl. author: Paul D. Graning. © 19Jul61; KK162918.
Sundae sale. (In Free press, Chisholm, Minn., July 6, 1961, p.3) Appl. author: Paul D. Graning. © 6Jul61; KK162919.
Surprise the folks at home, try a Dairy Queen take-home treat. (In The Pontiac press, July 19, 1961, p.30) Appl. author: Paul D. Graning. © 19Jul61; KK162906.
Take-home treat. (In The News-mirror, Bourbon, Ind., Aug. 10, 1961, p.7) Appl. author: Paul D. Graning. © 10Aug61; KK162915.
Treat-a-friend sale; buy a malt or shake at regular price, get a sundae. (In The Bloomfield democrat, July 27, 1961, p.3) Appl. author: Paul D. Graning. © 27Jul61; KK162909.

DAIRYMEN'S LEAGUE COOPERATIVE ASSN. ©
Dairylea 4 individually packaged ice cream bars. Net contents: 12 fl. ozs. Appl. author: Irving Stormark. © 22Sep61; KK161816.
Dairylea 4 individually wrapped ice cream sandwiches. Net contents ice cream 3 fluid ozs. each. Appl. author: Irving Stormark. © 22Sep61; KK161815.

DAIRYPAK BUTLER, INC. ©
A family favorite. Des. 1047. One half gallon liquid. © 21Jul61; KK161344.
Keller's fresh cream butter; solid. Terr. des. 1046. One pound net. © 17Jul61; KK161394.

D'ALESANDRO, NANCY. ©
Velvex skin preparation; beauty by vapor. Label. © 11Dec61; KK163032.

DALTON (EDWARD) CO.
From the makers of Metrecal, Nutrament brand nutritionally complete food. (In The Washington post & times herald, Sept. 29, 1961, p.C4) © Edward Dalton Co., division of Mead Johnson & Co.; 29Sep61; KK161887.

DALTON (EDWARD) CO. SEE Mead Johnson & Co.

DAMROW BROS. CO. ©
Cheese finishing vat and unloader by Damrow is big news. (In The Cheese reporter, Sheboygan Falls, Wis., Nov. 17, 1961, p.3) © 17Nov61; KK162872.

DANA PERFUMES CORP. ©
Tabu, the forbidden fragrance. Window display. NM: additions. © 26Mar61; KK160418.

DANBY FARM.
We're proud to recommend your wonderful pony farm and sincere judgement. Endorsed by June Marie Nufer. (In The Western horseman, July 1961, p.10) © Danby Farm solely owned by Daniel & Beatrice Langfeld; 1Jul61; KK160286.

DANIEL (JACK) DISTILLERY.
At Jack Daniel's distillery, nearly a century's tradition ... accounts for the rare sippin' quality in every bottle of Jack Daniel's. Old no.7. (In The Daily sentinel, Grand Junction, Colo., Oct. 11, 1961, p.9) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 11Oct61; KK162416.
The chief sawyer at Jack Daniel's starts the hard maple on its way to gentling our old-time Tennessee sippin' whiskey. Old no.7. (In San Francisco examiner, Sept. 27, 1961, p.55) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 27Sep61; KK162495.
Even some of Jack Daniel's best friends don't know this secret. Old no.7. (In Los Angeles evening herald express, May 2, 1961, p.C5) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 2May61; KK160716.
Jack Daniel's old office is our favorite place to sit around. Old no.7. (In San Francisco chronicle, July 17, 1961, p.43) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 17Jul61; KK160721.
Jack Daniel's severest critic is our whiskey taster. Old no.7. (In The Birmingham news, May 8, 1961, p.22) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 8May61; KK160731.
Jack Daniel's statue stands in front of the cave with the cool limestone spring. Old no.7. (In Honolulu star bulletin, July 21, 1961, p.19) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 21Jul61; KK160722.
Our neighbor's best grains ... go into every drop of Jack Daniel's. Old no.7. (In San Francisco examiner, July 25, 1961, p.47) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 25Jul61; KK160724.
A squeaky grain wagon bringing a neighbor's grain to Jack Daniel's hollow is about the only thing that ever stirs up our ducks. Old no.7. (In U. S. news & world report, Oct. 2, 1961, p.88) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 26Sep61; KK162498.
A Tennessee log truck is headed for Jack Daniel's rick yard with hard maple for smoothing out our old-fashioned sippin' whiskey. Old no.7. (In The New Yorker, Sept. 9, 1961, p.113) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 9Sep61; KK162414.
A tired duck finds a quiet home. Old no.7. (In Oakland tribune, May 8, 1961, p.36D) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 8May61; KK160732.
We hardly ever hurry here in the hollow. Old no.7. (In Chicago daily tribune, Sept. 9, 1961, pt.4, p.2) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 9Sep61; KK161794.

DAVIS (H. E.) SHOE CO. ©
Cushionized Vy-tal-ized Alpines; Goodyear welt. Appl. author: M. B. Claff & Sons, Inc. © 29Jun61; KK160230.
Palermo's Italian styling. Appl. author: M. B. Claff & Sons, Inc. © 16Nov60; KK160560.

DAVIS, HAROLD. ©
Barky. Sure it's good, it's made of wood. (In Dixie lumberman & forester, June 1961, p.1) © 26Jun61; KK161649.

DAVIS, PARKE & CO. ©
This chess player has epilepsy. Dilantin. © 21Aug61; KK161633.

DAY-BRITE LIGHTING, INC. ©
Tiara, exclusive product features. © 15Sep61; KK161562.
Tiara for stores, offices, schools. Section 10, sheet 80. © 15Sep61; KK161559.
The Tranquilite, hospital bed lights. Section 40, sheet 8A. © 31Oct61; KK162673.
Utility units. Section 40, sheet 9A. © 31Oct61; KK162674.

DAYTON PERFORATORS, INC. ©
Local stock, KDX headless dies. © 1Nov61; KK162966.
Local stock, KHX headed dies. © 1Nov61; KK162965.
Local stock; KQX ground punch blanks. KQX-A2. © 31Jul61; KK160502.
Local stock; KQX ground punch blanks. KQX-HS. © 31Jul61; KK160501.
Local stock; LPX interlok punches light duty. © 5Jul61; KK160500.

DAZOR MANUFACTURING CORP. ©
Catalog supplement for authorized distributor use only. Effective Sept. 15, 1961. © 5Sep61; KK161172.
Floating magnifier with circline fluorescent lighting and with plenty of r-e-a-c-h. © 5Sep61; KK161173.

DECKER, DAROLD. ©
Morning glory wedding bells. [Flower seed packet] © 11Jul61; KK160198.
2 exciting new beauties to spark your 1962 sales. (Morning glory wedding bells and salvia pink rouge) (In Seed world, Aug. 25, 1961, p.4 of cover) © 25Aug61; KK161228.

DEKALB COMMERCIAL BODY CORP. ©
Jack Rabbit truss & materials handling trailer. © 14Jul61; KK160176.

DELAMERE CO., INC. H. GOODMAN & SONS. SEE Goodman (H.) & Sons.

DELLISCO, INC. ©
My Clothes Boat; helps children keep their clothes neat and orderly. Appl. author: George Milton Ellis. © 20Nov61; KK162832.

DE MATHE-WALKER, INC. ©
Data planning calendar, 1962. This booklet designed to fit under back cover of data desk calendar. © 31Mar61; KK160390.

DENNEY (FRANCES) INC. ©
Are you Shibui? The Shibui look. © 26Jun61; KK160123.

DENTAL CORP. OF AMERICA. ©
Indirect banding for your patient's comfort. (In American journal of orthodontics, Oct. 1961, p.27) © 10Oct61; KK162630.
Order special products as if they were stock items. Preformed ligature wire. (In American journal of orthodontics, Sept. 1961, p.15) © 10Sep61; KK161708.

DENTISTS' SUPPLY CO. OF NEW YORK. ©
The moulds and dimensions of Trubyte New Hue crowns. Appl. author: Alan Jones Davis. © 23Jun61; KK159940.

DESIGN & PRODUCTION, INC. ©
Tell the world with a D&P Sho-Coach. Appl. author: Leonard C. Rennie, president. © 2Nov61; KK163058.

DESIGNER'S CLOTH PATTERN CORP. ©
Tri-On cloth patterns. Sheath is chic. Pattern printed on batiste lining. Appl. author: Hughette G. Krem. © 20Sep61; KK162052.

DETRO MANUFACTURING & SALES CO., INC. ©
Detroit handy tac rag, the only anti-static non-inflammable. Size: 18" x 36". Appl. author: David Olen Advertising. © 13Jul61; KK160309.
New improved Detroit handy Tac rags; anti-static, non-inflammable. Catalog sheet. Appl. author: David Olen Advertising. © 9Aug61; KK160831.
Now, the only anti-static non-inflammable Tac rag. Available now. (In Autobody and the reconditioned car, Sept. 1961, p.43) Appl. author: David Olen Advertising. © 15Sep61; KK161801.
Now, the only anti-static non-inflammable Tac rag. (In Industrial finishing, Sept. 1961, p.130) Appl. author: David Olen Advertising. © 18Sep61; KK161495.
The only anti-static non-inflammable tac rag. Appl. author: David Olen Advertising. © 13Jul61; KK160308.
The only anti-static non-inflammable Tac rag. Appl. author: David Clen Advertising. © 9Aug61; KK160830.

DETROIT STEEL CORP. ©
DSC Econ-O-Brite strip helps make nickel-chromium plated steel parts look better, last longer, cost less. (In The Detroit purchasor, Aug. 1961, p.33) Appl. author: Simons-Michelson Co. © 10Aug61; KK161056.
DSC Econ-O-Brite strip helps widen your manufacturing margin on nickel-chomium plated steel parts. (In The Detroit purchasor, June 1961, p.28) Appl. author: Simons-Michelson Co. © 10Jun61: KK159976.
DSC-Portsmouth steel builds customer satisfaction in the Southwest. (In Southwestern purchaser, Sept. 1961, p.79) Appl. author: Simons-Michelson Co. © 10Sep61; KK161503.
DSC-Portsmouth steel builds customer satisfaction in the Southwest. Growth chart. (In The Southwestern purchaser, Oct. 1961, p.20) Appl. author: Simons-Michelson Co. © 10Oct61; KK162279.
Do you buy or make products of flat cold rolled spring steel. .074" x 3", AISI C 1070, spring clip-door check arm. (In New England purchaser, Nov. 1961, p.41) Appl. author: Simons-Michelson Co. © 5Nov61; KK163280.

How DSC Accutronic high carbon steel strip helps cinch profits on spring steel jobs. (In New England purchaser, July 1961, p.23) Appl. author: Simons-Michelson Co. © 5Jul61; KK160243.

How DSC-Portsmouth LPR coils cut your handling, fabricating and material costs. (In Bedding, Aug. 1961, p.59) Appl. author: Simons-Michelson Co. © 5Aug61; KK161055.

In brite wire fabricating, here's how advantages of DSC-Portsmouth LPR Coils over short-run bundles show up in your space. (In Bedding, Oct. 1961, p.55) Appl. author: Simons-Michelson Co. © 5Oct61; KK162281.

Now, for instant steel service on DSC Accutronic strip. (In Purchasor, Sept. 1961, p.26) Appl. author: Simons-Michelson Co. © 10Sep61; KK161502.

Plug these profit leaks in on-again, off-again brite-wire fabricating with DSC long production run LPR coils. (In Bedding, Nov. 1961, p.63) Appl. author: Simons-Michelson Co. © 5Nov61; KK163281.

Stampers and roll-formers: here's how DSC Accutronic strip service helps. (In Detroit purchasor, Sept. 1961, p.37) Appl. author: Simons-Michelson Co. © 10Sep61; KK161500.

Stampers and roll-formers, here's how DSC Accutronic strip service helps cut your manufacturing costs. Engine valve spring retainer. (In The Detroit purchasor, Oct. 1961, p.49) Appl. author: Simons-Michelson Co. © 10Oct61; KK162280.

Stop avoidable coil-changes with DSC LPR coils and you stop fabrication downtime. (In Bedding, Sept. 1961, p.51) Appl. author: Simons-Michelson Co. © 5Sep61; KK161501.

Switch to big payload LPR coils to cut your handling, fabricating and material costs. (In Michigan manufacturer & financial record, July 1961, p.3 of cover) Appl. author: Simons-Michelson Co. © 1Jul61; KK160244.

DEUTSCH CO. ©

New, Deutsch snap-in miniature connectors make reliability a reality. (In Electronic design, July 8, 1959, p.101) © 8Jul59; KK163060.

DIAMOND & CO. ©

The Diamond view of blue. Appl. author: Will Kaplan Advertising. © 15Sep61; KK161353.

DISNEY (WALT) PRODUCTIONS. ©

Babes in toyland jigsaw puzzle. Battle of the toys. No.4605. 70 pieces. © 13Oct61; KK163188.

Babes in toyland jigsaw puzzle. [Bo-Peep & children in forest of no return] No.4605. 70 pieces. © 13Oct61; KK163185.

Babes in toyland jigsaw puzzle. Duel with Barnaby. No.4605. 70 pieces. © 13Oct61; KK163186.

Babes in toyland jigsaw puzzle. Toy maker's helper. No.4605. 70 pieces. © 13Oct61; KK163187.

DIXIE CUP DIVISION, AMERICAN CAN CO. SEE American Can Co. Dixie Cup Division.

DR. SEUSS. ©

We're nutty and new from the Dr. Seuss zoo. (In Life, Oct. 19, 1959) © 15Oct59; KK162558.

DOLCIN CORP. ©

Arthritis, rheumatism, muscular pains; maybe you've tried just about everything to relieve such pains without any luck. (In Sunday Buffalo courier-express, Sept. 24, 1961, p.31) Appl. author: Victor van der Linde Co. © 24Sep61; KK162292.

Arthritis, rheumatism, muscular pains; now, get relief or get your money back. (In Sunday empire, Denver, Sept. 17, 1961, p.26) Appl. author: Victor van der Linde Co. © 17Sep61; KK162293.

Arthritis, rheumatism pains; no other medicine in all the world is faster. (In The Hartford times, Oct. 4, 1961, p.33) Appl. author: Victor van der Linde Co. © 4Oct61; KK162566.

Arthritis, rheumatism pains; now try Dolcin, free. (In Sunday pictorial inquirer, Cincinnati, Sept. 10, 1961, p.25) Appl. author: Victor van der Linde Co. © 10Sep61; KK162291.

Now try Dolcin free; used by millions for moderate arthritis pains. (In The Hartford times, Oct. 3, 1961, p.5) Appl. author: Victor van der Linde Co. © 3Oct61; KK162565.

Now try Dolcin free; used by millions for moderate arthritis pains whenever they occur. (In New York journal American, Sept. 14, 1961, p.40) Appl. author: Victor van der Linde Co. © 14Sep61; KK161521.

DOLE CORP. ©

Creamed cottage cheese with added Hawaiian pineapple. © 20Mar61; KK162127.

DOLE CORP. SEE Hawaiian Pineapple Co.

DOLGORUKOV, GREGORY S. SEE Dolgorukov Manufacturing Co.

DOLGORUKOV MANUFACTURING CO.

Do the T-squares in your school show this condition? © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 10Nov61; KK162647.

DOLLAR VITAMIN PLAN, INC. ©

A challenging offer for folks over 40; we'll pay you $1.00 if these vitamins don't help you feel younger in less than a month. (In Wichita eagle and beacon magazine, Nov. 5, 1961, p.27) © 5Nov61; KK162979.

DOLLY DONUT CORP. ©

41 varieties, best by taste. Home-style, mmm good! © 1May61; KK162427.

DONNELLEY (REUBEN H.) CORP. ©

Yorke statistical bulletin. Appl. author: Yorke Pub. Co., subsidiary Reuben H. Donnelley Corp. No. 7. © 7Aug61; KK160728.

Yorke statistical bulletin, no.6. Appl. author: Yorke Pub. Co., subsidiary of R. H. Donnelley Corp. © 26Jun61; KK159937.

DONNELLY (JOHN) & SONS. ©

The New Haven uses first class space to New York to reach people outdoors, the Donnelly way. (In Greater Boston business, Dec. 1960, p.41) © 1Dec60; KK160383.

There's more in outdoor. (In Greater Boston business, Jan. 1961, p.42) © 1Jan61 (in notice: 1960); KK160384.

DORMAN-WINTHROP. ©

Oh sure, big sale. Men's suits. (In Los Angeles times, Aug. 5, 1961, pt.1, p.5) © 5Aug61; KK160730.

DORNHEGGEN, GERARD A. SEE Woodburn Pharmacy.

DOVER CORP. OPW-JORDAN DIVISION. SEE OPW-Jordan.

DOW CHEMICAL CO. ©

Saran Wrap. Ready Roll 18. 1000 ft. © 26May61; KK159879.

DOW JONES & CO., INC. ©

Announcement & invitation. The National observer. (In Advertising age, Nov. 20, 1961, p.18-19) Appl. author: R. M. Feemster. © 20Nov61; KK162765.

Respect; authoritative; influential leader. The Wall Street journal. (In New York world-telegram and sun, Oct. 31, 1961, p.34) Appl. author: Theodore E. Callis. © 31Oct61; KK162143.

Think, when you sell America's mightiest million you are taking a mighty step toward selling America's 184,000,000 anything. Wall Street journal. (In New York herald-tribune, Nov. 6, 1961, p.40) Appl. author: Theodore E. Callis. © 6Nov61; KK163497.

DOW-LEE CO. ©

Home Run baseball game. 201. © J. D. Gilmer & Bernie L. Gilmer d.b.a. Dow-Lee Co.; 29Nov61; KK163292.

DREYFUS & CO.

I say, old chap, who handles your investments? (In The New York times, Oct. 6, 1961, p.36) Appl. author: Doyle Dane Bernbach, Inc. © Dreyfus & Co. & C. B. S., Inc.; 6Oct61; KK163054.

DROLL YANKEES, INC. ©

Never trust a skier and other songs sung in the Alpen Inn, by Sandy Paton. DY-9. Appl. author: Peter Kilham. © 17Nov61; KK163384.

DRUGGISTS' SERVICE CO., INC. ©

Gifts galore. © 25Jul61; KK161349.

DRYROX, INC. ©

Que, oven and bar-b-que grill cleaner. Net wt. 16 oz. © 3Aug61; KK163502.

DULFER, ELBERT A. SEE Dulfer Litho, San Jose.

DULFER LITHO, SAN JOSE.

Sharon's Big Joe, Little Joe. © Elbert A. Dulfer d.b.a. Dulfer Litho, San Jose; 27Jun57; KK161415.

Sharon's Gorgeous Georgia. © Elbert A. Dulfer d.b.a. Dulfer Litho, San Jose; 27Jun57; KK161203.

Sharon's monkeying around. © Elbert A. Dulfer d.b.a. Dulfer Litho, San Jose; 27Jun57; KK161418.

Sharon's Naughty Nancy. © Elbert A. Dulfer d.b.a. Dulfer Litho, San Jose; 27Jun57; KK161417.

Sharon's Silly Susie. © Elbert A. Dulfer d.b.a. Dulfer Litho, San Jose; 27Jun57; KK161416.

DUNCAN COFFEE CO. ©

Thanks, but it has to be Admiration, the coffee with that first cup flavor in every cup. (In The Houston chronicle, Sept. 28, 1961, section 8, p.3) Appl. author: Clay Stephenson Associates, Inc. © 28Sep61; KK162002.

This decaffeinated coffee is all Maryland Club. (In Ladies' home journal, Oct. 1961, p.R-3) Appl. author: Clay Stephenson Associates, Inc. © 1Oct61; KK162507.

Who cares when the sun shines in the Cordilleras? Maryland Club cares. (In The Saturday evening post, Sept. 16, 1961, p.121) Appl. author: Clay Stephenson Associates, Inc. © 16Sep61; KK161996.

DUNCAN PRODUCTS, INC. ©

Diversified farmers: Now, a compact bulk milk cooler that costs less than can equipment. By Zero. Appl. author: Lloyd P. Duncan. © 25May61; KK160443.

New, Zero Blast-N-Peen, revolutionary method of surface conditioning metals. Model B-N-P-100. Appl. author: Lloyd P. Duncan. © 12Jul61; KK160178.

DUNCAN PRODUCTS, INC.-Con.

Now, for diversified farmers, a compact bulk milk cooler that costs less than can equipment. Bulk milk cooler by Zero. Appl. author: Lloyd P. Duncan. © 30Aug61; KK162602.

DURO-LITE LAMPS, INC. ©

DL-8 deal features America's most complete line of long-life decorative bulbs, guaranteed to last 3 times longer. Appl. author: Douglas H. Hill. © 5Apr61; KK163230.

Flamescent Chimney-Lite, by Duro-Lite. Now, an electrified version of the antique chimney lamp. Appl. author: Douglas Hill. © 11Oct61; KK163237.

Weather-proof bug chasers, by Duro-Lite. Cooling crown, 60 watt, no.4108. Appl. author: Douglas Hill. © 26Apr61; KK163235.

DURO-TEST CORP. ©

Beauty that lasts and lasts: candelabra bulbs by Duro-Test. Appl. author: Roland W. Tiemann. © 7Jun61; KK163232.

Big, bright and burly: Duro-Test extra duty bulbs in 500 watts. Appl. author: Roland W. Tiemann. © 19Jul61; KK163236.

Flamescent Chimney-Lite. The chimney lamp goes electric. Appl. author: Roland W. Tiemann. © 28Jun61; KK163229.

Globelite, by Duro-Test: the light bulb that looks like a fixture. Appl. author: Roland W. Tiemann. © 19Apr61; KK163228.

Now, Flamescent light bulbs in brilliant colors. Medium base C-15 bulb. Appl. author: Roland W. Tiemann. © 4Oct61; KK163238.

Power-Twist ... brightest fluorescent light bulb in the world. Appl. author: Roland W. Tiemann. © 6Sep61; KK163233.

Power-Twist, world's brightest fluorescent light bulb. Appl. author: Roland W. Tiemann. © 20Sep61; KK163234.

Super V-Beam; here's one long-life traffic signal lamp that meets and exceeds I. T. E. specifications. Appl. author: Roland W. Tiemann. © 19Apr61; KK163227.

Wide ray fixtures. Universal bracket for various mounts. Appl. author: Roland W. Tiemann. © 26Apr61; KK163231.

DUSENBERY (JOHN) CO., INC. ©

New, introducing the Dusenbery Auto-Tensioneer for superior web tension control wherever needed. (In Plastics world, Oct. 1961, p.37) Appl. author: Wehner Advertising Agency. © 5Oct61; KK162767.

DUSHARME PRODUCTS, INC. ©

Natural beauty. Creme hair dressing. (In Seventeen, Oct. 1961, p.39) © 1Oct61; KK162525.

Natural beauty; the most casual hair-do is caressed with enchantment. Creme hair dressing. (In Ladies' home journal, Sept. 1961, p.5) © Dusharme Products, Inc.; 24Aug61; KK161070.

DYKEMAN, LOEB & CO., INC. ©

Fifty years of men's fashions. (50th anniversary scroll) Appl. author: Lavenson Bureau of Advertising, Inc. © 15May61; KK159946.

E

ECCo. SEE Essential Chemicals Co.

E. S. SEE Ethica Standard Co., Inc.

ETDC. SEE Early Times Distillery Co.

EAGLE IRON WORKS. ©

Washing-classifying equipment for sand, gravel, crushed stone and ore. Cat. 61. Appl. author: C. B. Laird. NM: additions. © 15Mar61; KK160156.

EARLY TIMES DISTILLERY CO. ©

Enjoy the true old-style Kentucky bourbon. [Bottle, & left hand holding glass] (In Shreveport journal, June 9, 1961, section A, p.13) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 9Jun61; KK160105.

Enjoy the true-old-style Kentucky bourbon. [Group in boat; black & white] (In Milwaukee journal, June 8, 1961, p.21) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 8Jun61; KK160099.

Enjoy the true old-style Kentucky bourbon. [Group in boat; col.] (In Look, June 20, 1961, p.112) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 6Jun61; KK160100.

Enjoy the true old-style Kentucky bourbon. (In Chicago daily tribune, Sept. 13, 1961, pt.2, p.2) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 13Sep61; KK162553.

Enjoy the true old-style Kentucky bourbon. (In Look, Oct. 10, 1961, p.72) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 29Sep61; KK162552.

Enjoy the true old-style Kentucky bourbon. (In Seattle times, June 2, 1961) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2Jun61; KK162550.

Every ounce a man's whisky. (In Herald express, Los Angeles, Aug. 11, 1961, p.C-3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 11Aug61; KK162551.

Every ounce a man's whisky. (In Los Angeles herald & express, Apr. 12, 1961, p.D-7) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 12Apr61; KK162548.

To the W. S. W. A., we'd like to take this space to say aloha welcome and to mention we hope you have a grand convention. (In Honolulu star bulletin, Apr. 17, 1961, p.18) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 17Apr61; KK160098.

When lights are low enjoy Kentucky's premium bourbon. (In Playboy, Oct. 1961, p.60) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 19Sep61; KK162554.

Why Baltimore reaches for Early Times. Kentucky straight bourbon whisky. (In The Baltimore Colts official program, Dec. 4, 1960, p.53) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Dec60; KK162545.

EASTMAN KODAK CO. ©

Magnetic sound recording film. 35 mm; type A701. © 17Aug61: KK163430.

Prepaid processing mailer. For processing Kodachrome film, Ektachrome film. 135-20 exp. PK 20. © 20Oct61; KK163339.

Prepaid processing mailer. For processing Kodachrome film, Ektachrome film. PK 36. 135-36 exposure. © 15Aug61; KK163431.

Prepaid processing mailer for 8 mm. 25 ft. roll Kodachrome processing. PK 59. © 20Jun61; KK163340.

EATON, MRS. C. B. SEE Eelin.

EATON ALLEN CORP. ©

Ko-Rec-Type now in convenient stick-on booklets, with twelve perforated sheets in each pack. © 30Mar61; KK160709.

EAVEY CO. ©

Exciting moment; science magic produces tenderizing magic for a great new brand of beef. VerRay Tender. © 29May61; KK160364.

Science magic produces tenderizing magic for a great new brand of beef. VerRay Tender. © 22May61; KK160363.

ECHLIN MANUFACTURING CO. ©

Protect-A-Point, a specially formulated lubricant for the cam rubbing block. Appl. author: Ralph Jones. © 15Oct61; KK163325.

ECONOMICS LABORATORY, INC. ©

New, blue, instant Fun liquid washes sweaters faster, brighter, softer. (In Eagle and beacon, Feb. 9, 1961) © 5Feb61; KK159951.

EDLO, INC. ©

Bettermade Slim diet lunch; a full meal, 300 calories. Net wt. 14 ozs. © 7Sep61; KK161606.

EDUCATIONAL RECORDING CO. ©

Artist accompaniment series for violin. Carl Lamson, pianist. Mendelssohn; Schubert; Paganini; Drigo; Beethoven. Record jacket. Appl. author: Louis Brown. © 31Dec51; KK160412.

EELIN.

ImproVisor, the feminine visor. © Mrs. C. B. Eaton d.b.a. Eelin; 10Jul61; KK161372.

EGG-CELL DIVISION OF MICHIGAN CARTON CO. SEE Michigan Carton Co. Egg-Cell Division.

EL AL ISRAEL AIRLINES, LTD. ©

It takes off like a big-winged bird. 707/420 jet. (In The New York times, Sept. 13, 1961, p.38) Appl. author: Doyle Dane Bernbach, Inc. © 13Sep61; KK162865.

ELCO TOOL & SCREW CORP. ©

Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1961; issue no.

6. © 23Jun61; KK159880.
7. © 19Jul61; KK160480.
8. © 24Aug61; KK161261.
9. © 4Oct61; KK161594.
10. © 24Oct61; KK162133.
11. © 1Dec61; KK163079.

ELECTRA SEWING SUPPLY CO., INC. ©

Specialists in sewing machine parts, supplies & attachments; suppliers that get to the point. Appl. author: Harris Wichard. NM: revision & additions. © 24Mar61; KK160952.

ELECTROLUX CORP. ©

Ask to see the new Electrolux power nozzle. © 28Dec60; KK159966.

Dig more dirt demonstration. Confidential information on how successful men sell Electrolux cleaners. © 21Nov61; KK163341.

Floor cleaner, wax stripper. Net contents one U. S. gallon. © 10Oct61: KK163178.

Let the air power of your Electrolux cleaner shampoo your rugs and carpets; rug washer and Turbo shampoo. © 28Dec60; KK159967.

Your automatic Electrolux cleaner, the best vacuum cleaner you can buy anywhere in the world. BH-392. © 6Nov61; KK162467.

ELECTROTHERMAL ENGINEERING, LTD. ©

Armoured heaters. London. (Publication no.347P) © 17Jul61; KKFO-24.

Blood transfusion bottle heater. London. (Publication no.343P) © 17Jul61; KKFO-20.

Flexible furnace. London. (Publication no.334P) © 24Mar61; KKFO-19.

Flexible heating mantles. London. (Publication no.351P) © 21Aug61; KKFO-21.

Heating mantles. Series M & ML. London. (Publication no.341P) © 10Apr61; KKFO-23.

Heating tapes. London. (Publication no.346P) © 17Jul61; KKFO-22.

ELMA SCOOTER KIT CO. ©

Hey, kids, build your own scooter. (Scooter kit; joy scooter) Appl. author: William E. Ahrens. © 14Nov61; KK162976.

EL PASO NATURAL GAS PRODUCTS CO. ©

How to choose correct blend. El Paso 410 or Dixie 390. Appl. author: Thomas S. Duff. © 15Feb61; KK159875.

Suggested blends for all makes including new 1961 models. El Paso 410 or Dixie 390. Appl. author: Thomas S. Duff. © 20Apr61; KK159874.

EL PRODUCTO CIGAR CO., INC. ©

Enjoy La Palina's 65th anniversary treat. Buy a 5-pak, get 5 cigars free. (In Chicago Sunday tribune, Oct. 1, 1961, pt.2, p.5) © 1Oct61; KK162699.

The flavor stays in 'til your La Palina is out. (In Buffalo evening news, Nov. 9, 1961, sec.IV, p.58) © 9Nov61; KK162700.

ELSE, INC. ©

Precision pants, by Else. New, exclusive feature: pattern alteration instructions in easy to follow steps enclosed. Appl. author: Else Tyroler. © 1Nov61; KK162796.

EMPIRE PENCIL CO. ©

New coloring sensation. Pedigree wood covered crayon pencils. 48 different colors. (In Life, Sept. 1, 1961, p.14) Appl. author: Joseph M. Bernstein. © 1Sep61; KK162137.

Pedigree, America's quality pencil. New, Pastel Pedigree in a beautiful array of colors. (In Life, Aug. 29, 1960, p.8) Appl. author: Joseph M. Bernstein. © 29Aug60; KK162138.

Pedigree: fashion bright, priced so right. Colorful and smart ball point pens. (In Life, Aug. 31, 1959, p.46-47) Appl. author: Joseph M. Bernstein. © 31Aug59; KK162445.

ENDO LABORATORIES, INC. ©

1962 Coumadin dosage calendar. © 23Oct61; KK162631.

ENGLANDER CO., INC. ©

Come on along, the Airlon's fine. Tension-ease Airlon. (In Home furnishings daily, June 14, 1961, p.7) Appl. author: North Advertising, Inc. © 14Jun61; KK160913.

Mr. Pink's amazing mattress. Tension-ease Airlon. (In Good housekeeping, Aug. 1961, p.133) Appl. author: North Advertising, Inc. © 20Jul61; KK160914.

ENGLISH CO. ©

The original Tub o' Chicken. English Grills. © 10Oct60; KK162621.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©

Are your employees giving you full credit for the fringe benefits you provide? [Man wearing huge medal] (In U. S. news & world report, June 12, 1961, p.5) Appl. author: Foote, Cone & Belding. © 5Jun61; KK159973.

Built for two, not for five. (In Life, May 19, 1961, p.120) Appl. author: Foote, Cone & Belding. © 17May61; KK159969.

Do you know this man? Library scene. (In Journal of college placement, Oct. 1961, p.139) Appl. author: Foote, Cone & Belding © 1Oct61; KK162951.

The Equitable life of Bob Rea in Sacramento, Cal. (In The Weekly underwriter, Sept. 16, 1961, p.3 of cover) Appl. author: Foote, Cone & Belding. © 16Sep61; KK161693.

It's easy to get to the new 42-story home office of the Equitable Life Assurance Society of the United States. (In Taxi weekly, Sept. 25, 1961, p.3) Appl. author: Foote, Cone & Belding. © 25Sep61; KK163442.

More than worth the effort. (In The Weekly underwriter, Aug. 26, 1961, p.29) Appl. author: Foote, Cone & Belding. © 26Aug61; KK162959.

Never too young to start. [Little boy wearing graduation cap] Appl. author: Foote, Cone & Belding. © 21Jun61; KK160544.

Newest sight to see in New York, Equitable's new 42 story home office. (In Promenade, Nov. 1961, p.31) Appl. author: Foote, Cone & Belding. © 1Nov61; KK162947.

Now, the three kinds of insurance a young businessman wants most, all in one new policy. Baby & father. (In Nation's business, Oct. 1961, p.25) Appl. author: Foote, Cone & Belding. © 25Sep61; KK162962.

Now, the three kinds of insurance a young farmer wants most, all in one new policy. Planned security policy. Baby with father. (In Successful farming, Oct. 1961, p.59) Appl. author: Foote, Cone & Belding. © 15Sep61; KK161703.

Now, the three kinds of insurance a young father wants most, all in one new policy. Father & baby. (In Parade (Boston Sunday globe) Nov. 5, 1961, p.11) Appl. author: Foote, Cone & Belding. © 5Nov61; KK163436.

Now, the three kinds of insurance a young father wants most, all in one new policy. Planned security policy. [Father & baby] (In The American weekly (New York journal American) Sept. 24, 1961, p.8-9) Appl. author: Foote, Cone & Belding. © 23Sep61; KK161684.

The old confeedience. Jesse Burkett. (In The Sporting news, July 12, 1961, p.25) Appl. author: Foote, Cone & Belding. © 12Jul61; KK160532.

Safe. Baseball. (In The Sporting news, June 14, 1961, p.29) Appl. author: Foote, Cone & Belding. © 14Jun61; KK159959.

3 questions a young farmer should ask before buying any one single life insurance policy. Father & daughter. (In Successful farming, Nov. 1961, p.34) Appl. author: Foote, Cone & Belding. © 15Oct61; KK162956.

Three questions to ask before you buy any one single life insurance policy. Father & child. (In This week magazine (New York herald tribune) Nov. 26, 1961, p.15) Appl. author: Foote, Cone & Belding. © 25Nov61; KK163437.

Today, the doors open to the home that living insurance built. New building. (In The New York times, Sept. 25, 1961, p.24) Appl. author: Foote, Cone & Belding. © 25Sep61; KK161694.

Will he be a grand slammer like Don Budge? (In Sports illustrated, July 10, 1961, p.11) Appl. author: Foote, Cone & Belding. © 7Jul61; KK160541.

Will he be a record-breaker like Johnny Weissmuller? (In Cue, Aug. 7, 1961, p.4) Appl. author: Foote, Cone & Belding. © 3Aug61; KK160535.

Will he be the next Walter Hagen? (In Sports illustrated, June 12, 1961, p.6-7) Appl. author: Foote, Cone & Belding. © 9Jun61; KK159962.

Will he beat Frank Wykoff's time? (In Sports illustrated, May 15, 1961, p.7) Appl. author: Foote, Cone & Belding. © 12May61; KK160064.

Will he bowl 'em over like Andy Varipapa? (In Sports illustrated, Nov. 20, 1961, p.7) Appl. author: Foote, Cone & Belding. © 17Nov61; KK162955.

ERCO SERVICE. ©

Spring sale, 9 days only. Cummins sabre-jig saw kit. Appl. author: E. Rabinowe & Co., Inc. © 17Apr61; KK161781.

EROS.

Eros. Brochure. © Eros, trade name for Ralph Ginzburg; 12Oct61; KK162295.

EROS MAGAZINE, INC. ©

A new quarterly on the joy of love, Eros. NM: revisions & addition. © 20Nov61; KK163137.

ESSENTIAL CHEMICALS CO.

Bubbles through the centuries ... Kenmore detergents. Appl. author: James Hastings Wheeler. © Essential Chemicals Co. (ECCo); 31Oct61; KK163128.

ETERNA WATCH CO. ©

A great new face makes watch history. Centenaire 120. (In The New Yorker, Nov. 25, 1961, p.25) Appl. author: L. C. Gumbinner Advertising Agency. © 22Nov61; KK162984.

Improves your game four ways. Eterna Matic golfer. (In The New Yorker, Sept. 9, 1961, p.124) Appl. author: L. C. Gumbinner Advertising Agency. © 7Sep61; KK161337.

Now, a great new face makes watch history; Centenaire 120. (In National jeweler, Oct. 1961, p.14) Appl. author: L. C. Gumbinner Advertising Agency. © 2Oct61; KK162847.

ETHICA STANDARD CO., INC. ©

Analgesic-antipyretic tablets, Capa. © 18Sep61; KK162930.

Nitrong; tablete sa podešnim produljenim djelovanjem nitroglicerina. 30 tableta. © 31Jul61; KK160451.

EUTECTIC WELDING ALLOYS CORP. ©

Eutec-Braze 148FC. Dark gray flux coating. © 21Jun61; KK160196.

EutecRod super 18-S FC. Light gray flux coating. © 21Jun61; KK160197.

Low Temperature Welding Alloys. © 15Nov61; KK163457.

EVERAIN INDUSTRIES, INC. ©

Brand new Everain pistol hose nozzle. No. E405C. © 8Aug61; KK161103.

Ever-popular, ever-profitable, Everain. Best-selling rectangular area oscillating lawn sprinklers. No. E-55. © 8Aug61; KK161105.

4 revolving sprinklers round out the Everain line. No. E-175. © 8Aug61; KK161106.

Now, the sprinkler that thinks for itself. The oscillating sprinkler with the amazing automatic water timer. No. E-99. © 8Aug61; KK161107.

A traveling sprinkler covers more ground. New Everain reel walker. No. E-130. © 8Aug61; KK161102.

Turn the turret for all these lawn shapes. Everain turret sprinkler. No. E-267. © 8Aug61; KK161104.

EVERSHARP DIVISION, PARKER PEN CO. SEE Parker Pen Co. Eversharp Division.

EXECUTONE, INC. ©
Audio-visual register system; operating instructions for control station. © 20Mar61; KK163466.
Here's how to use the system to speak with your nurse or listen to TV or radio. © 21Mar61; KK163465.
Now, locate and talk with roving personnel, instantly, with the new Executone page/reply system. (IPTH series) © 8Nov61; KK163075.
Operating instructions for audio-visual register system. © 15Mar61; KK163467.
Sound column reproducers. © 7Sep61; KK163356.

EXERCYCLE CORP. ©
Guide to physical fitness. © 5Jun61; KK162826.

F

F. & B. MANUFACTURING CO. ©
Concerning the most important advance in contact sets since World War II; the nylon record is all Filko. (In Motor, May 1961, p.105) Appl. author: Hanson & Stevens, Inc. © 15May61; KK160337.
Guide to finest ignition. Distributor leads. Filko, crown jewels of ignition. (In Super service station magazine, Oct. 1961, p.87-88) Appl. author: Hanson & Stevens, Inc. © 10Oct61; KK162421.
Look to Filko for weatherproof ignition: first complete ignition line of solid brass. First, too, with the million mile guaranteed all-weather coil. (In Motor, Sept. 1961, p.9) Appl. author: Hanson & Stevens, Inc. © 15Sep61; KK162419.
More firsts, that's why ... Compare Filko on any count; it's the top ignition line for replacement. (In Jobber topics magazine, Nov. 1961, p.271-274) Appl. author: Hanson & Stevens, Inc. © 15Nov61; KK163394.

FFC. SEE Frigid Foods Co.

F. M. PRODUCTS.
Steamex, the most effective nicotine & grit repelling pipe purifier, indispensable for every pipesmoker. Directions of use. © Fredric Marland d.b.a. F. M. Products; 1Dec61; KK163459

FACTOR (MAX) & CO. ©
Amazing new discovery in treatment of skin blemishes: Skin Clear, by Max Factor. (In Good housekeeping, Nov. 1959, p.229) © 20Oct59; KK163482.
At last, a make-up destined to make every woman look lovelier. Only Sheer Genius gives you weightless perfection. (In Life, Oct. 20, 1961, p.11) © 18Oct61; KK162708.
Deep is the spell of Hypnotique. (In Vogue, May 1961, p.27) © 1May61; KK161071.
8 hours beauty sleep in just 10 minutes, with new Fresh Beauty moisture mask. (In Vogue, Sept. 1, 1961, p.73) © 1Sep61; KK163501.
Eyes '61 play it cool in midsummer mists. (In McCall's, June 1961, p.19) © 24May61; KK160114.
Let's get pretty, by Barbara Factor. (In Seventeen, July 1961, p.30) © 1Jul61; KK161026.
Let's get pretty, by Barbara Factor. How to graduate with beauty honors. (In Ingenue, June 1961, p.13) © 25May61; KK160111.
Let's get pretty, by Barbara Factor. How to graduate with beauty honors. (In Seventeen, June 1961, p.52) © 1Jun61; KK160112.
Let's get pretty, by Barbara Factor. How to wrap yourself in fragrance. (In Seventeen, Sept. 1961, p.74) © 1Sep61; KK161220.
Let's get pretty, by Barbara Factor. New weightless make-up, pre-prom points, how to look sweater perfect. (In Seventeen, Nov. 1961, p.51) © 1Nov61; KK163392.
Let's get pretty, by Barbara Factor. Q. Can you help me with some Christmas gift ideas? (In Seventeen, Dec. 1961, p.13) © 1Dec61; KK163409.
Let's get pretty, by Barbara Factor. Strike a pretty lipstick match. (In Ingenue, May 1961, p.24) © 24Apr61; KK160107.
Let's get pretty, by Barbara Factor. Strike a pretty lipstick match. (In Seventeen, May 1961, p.66) © 1May61; KK160113.
Let's get pretty, by Barbara Factor. The low-down on make-up. (In Ingenue, Apr. 1961, p.27) © 24Mar61; KK160108.
Let's get pretty, by Barbara Factor. The low-down on make-up. (In Seventeen, Apr. 1961, p.32) © 1Apr61; KK160110.
Let's get pretty, by Barbara Factor. Tips for lips for fall. Make eyes, with powder. A hair-do, pretty and fast. (In Seventeen, Oct. 1961, p.168) © 1Oct61; KK162703.
Max Factor creates Pan-Stik Make-Up. (In Glamour, Feb. 1959, p.9) © 22Jan59; KK163025.
Max Factor makes it a Hi-Society summer. Luscious lilting lipstick shades. (In Vogue, July 1959, p.22) © Max Factor & Co.; 1Jul59; KK161746.
New dimension in color: Max Factor's Eyes '61 collection for autumn. Featured: Powder eye shadow. (In McCall's, Oct. 1961, p.12-13) © 24Sep61; KK162709.
Only Sheer Genius gives you weightless perfection ... other make-ups in tubes are obvious heavyweights. (In Mademoiselle, Aug. 1961, p.34) © 29Jul61; KK161072.
Pan-Stik gives you creamy coverage for flawless beauty. (In Good housekeeping, Apr. 1961, p.19) © 21Mar61; KK160109.
Sign his name in 23k gold. Signature after shave lotion, cologne, for men. (In Esquire, Dec. 1959, p.108) © 19Nov59; KK163132.
A whole bookful of Christmas wishes from Max Factor. Hypnotique. (In Life, Dec. 8, 1961, p.9-13) © 6Dec61; KK163496.
You can have younger looking hands in just 20 seconds. New Swedish Formula hand creme. (In Cosmopolitan, Oct. 1961, p.31) © 27Sep61; KK162707.

FAIRBANKS WARD INDUSTRIES, INC. ©
Decorative full length door or wall mirror. George E. Allen Hardware. (In Statesman-journal, Aug. 27, 1961, section 1, p.7) Appl. author: Morton Winston. © 27Aug61; KK161602.
Gossip bench and swivel lamp combination. Jewel Box. (In Winston-Salem journal, comics) Appl. author: Morton Winston. © 10Sep61; KK161904.
New Royal Swedana 95 pc. stainless steel deluxe banquet service for 12. (Stainless steel tableware) (In the Daily dispatch, New Kensington, Pa., Aug. 30, 1961, p.15) Appl. author: Morton Winston. © 30Aug61; KK161491.
25 pc. nationally advertised bedding ensemble. Howard Street Jewelers. (In The Baltimore sun, Sept. 24, 1961, comics, p.9) Appl. author: Morton Winton. © 24Sep61; KK161924.

FAIRFIELD LABORATORIES, INC. ©
Darlin eye lotion. For exciting eyes. Content: 10cc. © 6Sep61; KK162479.

FAIRFIELD SAVINGS & LOAN ASSN., CHICAGO.
For sound that's really alive, it's stereo-FM on WKFM. (In Chicago FM guide, Nov. 1-15, 1961, p.4) © Fairfield Savings & Loan Assn.; 26Oct61; KK162662.

FAMILY RECORD PLAN, INC. ©
Meet your new assistant, on the job now. Slide film presentation. Appl. author: T. Lager Huebsch. © 12Jan61; KK160025.

FANT MILLING CO. ©
Science working with nature creates a remarkable new wheat with a unique protein-starch balance that puts magic into everything you bake. Gladiola. (In The Houston chronicle, Sept. 21, 1961, section 4, p.6) Appl. author: Clay Stephenson Associates, Inc. © 21Sep61; KK162005.

FARLOW, WAYNE J. SEE Orchestra Records.

FEDERAL CHEMICAL CO., INC. ©
See termites, call Arab. © 15May61; KK161316.

FEDERAL-MOGUL-BOWER BEARINGS, INC. FEDERAL-MOGUL SERVICE. SEE Federal-Mogul Service.

FEDERAL-MOGUL SERVICE.
Bower-BCA wheel bearing service cabinet. Appl. author: Ross Roy-R.S.F. & D., Inc. © Federal-Mogul Service, division of Federal-Mogul-Bower Bearings, Inc.; 24Apr61; KK159839.

FELT PRODUCTS MANUFACTURING CO. ©
Wins O. E. M. approval; new Fel-Co-Prene, the new rubber gasket for cylinder head covers. (In Motor, July 1961, p.9) Appl. author: Hanson & Stevens, Inc. © 15Jul61; KK160338.

FELTON DESIGN STUDIO. ©
Deep frontier, an introduction to oceanography; 83 frame color filmstrip. © 5Oct61; KK161719.

FERGUSON-LANDER BOX CO. ©
Litchfield vegetable fat frozen dessert. FB-110. Dot design. Half gallon liquid. Appl. author: R. A. Morris. © 8Aug61; KK160852.
Marsh vanilla ice cream. (FL 200) One gallon liquid. Appl. author: Robert A. Morris. © 20Oct61; KK162136.
Sherbet. S49. Half gallon liquid. Appl. author: Robert A. Morris, Pres. © 3Aug61; KK160557.

FERGUSON LITHO.
This is a Dateline memo pad. © Garth H. Bemis d.b.a. Ferguson Litho; 2May61; KK162271.

FIELD, FREDERICK C. SEE G & F Products Co.

FILBERT (J. H.) INC. ©
Golden Belle whipped margarine. Six sticks. Net wt. one pound. © 10Oct61; KK161947.
Mrs. Filbert's deluxe margarine. Net wt. 1 lb. © 4Dec61; KK163026.

FILICE & PERRELLI CANNING CO. ©
F & P tomato puree. Net weight 1 lb. 12 oz. © 10Nov60; KK160188.

FINCH (JOSEPH S.) CO.
Toddy Jerry rum and brandy Appl. author: Bert Carmichael. © Jos. S. Finch Distilling Co. trade name of Schenley Distillers, Inc.; 12Oct56; KK161324.

FINCH (JOSEPH S.) DISTILLING CO.

Golden Wedding, choice of a lifetime, bourbon. © Jos. S. Finch Distilling Co. trade name of Schenley Distillers, Inc.; 23Mar56; KK161323.

FINISH FEEDER CO.

Unique liquid beeswax furniture polish. (In Interior design, Nov. 1960, p.220) © Albert Y. Woodward d.b.a. Finish Feeder Co.; 15Nov60; KK160115.

FINOLIV CO. LOILL PRODUCTS CO. SEE Loill Products Co.

FIRESTONE TIRE & RUBBER CO. ©

At any speed, on any road, or rounding sharpest turns, it's hush-hush. First ... Rubber-X-99. (In Look, Sept. 1, 1959, p.10-11) © 1Sep59; KK162449.

Colorful durability for the decorator look: products in plastics from the six fields of Firestone. (In Business week, Aug. 15, 1959, p.84-85) © 15Aug59; KK162050.

Firestone wins 36th consecutive victory at Indianapolis proving Firestone Rubber-X safest for you on turnpikes, too. (In Look, July 7, 1959, p.2-3) © 7Jul59; KK161587.

Firestones give you new stopping safety, and this competitive braking test proves why. (In The Saturday evening post, Aug. 22, 1959, p.38-39) © 22Aug59; KK162277.

Now, more payload room for profit when you put the pair on air. Airide airsprings for truck tractors and trailers. (In Commercial car journal, Nov. 1959, p.299) © 1Nov59; KK161227.

FIRST CHEMICALS, INC.

Royal Flush; bowl cleaner. Cleans, disinfects and deodorizes. Net contents: 480 grams. © First Chemicals, Inc., a subsidiary of Piatt & Smillie Chemicals, Inc.; 15Dec60; KK163220.

FIRST FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. ©

Exclusive from First Federal Savings of Chicago, 5 1/4% GI home mortgages. (In The Chicago sun-times, Nov. 20, 1961, p.11) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Nov61; KK162844.

Now, First Federal Savings of Chicago announces 5-1/4% GI home loan program. (In Chicago tribune, Sept. 25, 1961, pt.2 p.9) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 25Sep61; KK161747.

FIRST FEDERAL SAVINGS & LOAN ASSN. OF ST. PETERSBURG (FLA.)

A new concept in home financing, blue ribbon financing. (In The St. Petersburg times, June 21, 1961, p.3-G) Appl. author: Griffith Advertising Agency, Inc. © First Federal Savings & Loan Assn. of St. Petersburg; 21Jun61; KK161914.

FISH, CHARLES R. SEE Coast Pacific Realty.

FISHER FLOURING MILLS CO. ©

All-purpose Biskit mix. Biscuits & pink cake. Net weight 2-1/2 lbs. © 12Dec61; KK163412.

All-purpose Biskit mix. Waffles & strawberry shortcake. Net weight 2-1/2 lbs. © 12Dec61; KK163413.

Are you starving your husband out of a promotion? (In Reader's digest, Oct. 1961, p.1561) © 1Oct61; KK161813.

Cracked wheat, ground coarse for old fashioned porridge. 5 lbs. net wt. © 8Aug61; KK160734.

Yellow corn meal, medium coarse. 5 lbs net wt. © 8Aug61; KK160733.

You owe it to your family to read this message. Instant Zoom. natural high protein, whole wheat cereal. (In The Seattle daily times, Oct. 11, 1961, p.54) © 11Oct61; KK161902.

FISHER-PRICE TOYS, INC. ©

Creative blocks. No.771. 24 parts for creative play. NM: pictorial illus. on top, sides & center. © 22May61; KK163190.

Creative blocks. No.771. 24 parts for creative play. NM: pictorial material on ends. © 12Oct61; KK163191.

Rock-A-Stack, soft, squeezable polyethylene for preschoolers 1 to 3 years. No.740. NM: additions & revisions. © 8May61; KK163189.

FISHER RADIO CORP. ©

The Fisher handbook 1962, an authoritative guide to custom stereo. © 25Oct61; KK163381.

The Fisher 1962; world's foremost stereophonic high fidelity radio-phonographs. © 19Oct61; KK162604.

The Fisher StrataKit; KS-1, slim-line speaker kit. © 6Nov61; KK162603.

The Fisher StrataKit; KX-200, stereophonic master control-amplifier. © 19Oct61; KK162605.

FISHLOVE (H.) & CO. ©

The new rage, mad buttons. Circular. No. 695. Appl. author: Irving Fishlove. © 18May61; KK161139.

FIUMEDORO, ALI JOHN. SEE Ali.

FLAMBEAU PLASTICS CORP. ©

Flamboware; Party Pops frozen treat tray. No.1152. © 16Jun61; KK160046.

FLEER (FRANK H.) CORP. ©

Baseball Greats bubble gum. 1960 season. Contents: 1 slab bubble gum plus picture cards. Wrapper. © 31Mar60; KK162656.

Baseball Greats bubble gum. 24. Folding carton. © 31Mar60; KK162653.

Biggest bubbles, best comics. Dubble Bubble gum. Folding carton. © 4Jan60; KK162657.

Bubly bubble gum, grape flavor. 240. Folding carton. © 1Nov60; KK162652.

Chief Halftown's Indian trading cards. Dubble Bubble gum. Contents: 1 slab bubble gum plus picture cards. Wrapper. © 5Oct59; KK161138.

Chief Halftown's Indian trading cards. Dubble Bubble gum. 24. Folding carton. © 5Oct59; KK161137.

Indian trading card. (Chief Halftown's Indian bubble gum trading cards) No.1-80. © 5Oct59; KK161205.

Pirates Bold bubble gum. Contents: 1 slab bubble gum plus picture cards. Wrapper. © 18Jan61; KK161135.

Pirates Bold bubble gum. Dubble Bubble. 24. Folding carton. © 18Jan61; KK161134.

Pirates Bold bubble gum trading cards. 66 cards. © Fleer, accepted alternative designation of Frank H. Fleer, whose full corporate name is Frank H. Fleer Corp.; 18Jan61; KK162270.

Pro football bubble gum. 1960 season. Contents: 1 slab bubble gum plus picture cards. Wrapper. © 15Aug60; KK161136.

Pro football bubble gum trading cards, 1960 season. 132 cards. © Fleer, accepted alternative designation of Frank H. Fleer, whose full corporate name is Frank H. Fleer Corp.; 15Aug60; KK162269.

Yule Laff bubble gum. Comic greetings. Contents: 1 slab bubble gum plus picture cards. Wrapper. © 7Nov60; KK162654.

Yule Laff bubble gum. Comic greetings. 24. Folding carton. © 7Nov60; KK162655.

FLEX-LET CORP. ©

The greatest advance in watch band sizing; new Duo-Klik created by Flex-Let. © 30Jun61; KK160907.

FLEXO PRODUCTS, INC. ©

Flex-A-Lite all-purpose mask, for protection against dust, pollen and paint spray. © 16Nov61; KK163406.

FLOETHE, RICHARD. ©

The fisherman and his boat. Story by Louise Lee Floethe; pictures by Richard Floethe. Jacket illus. © 18Sep61; KK162119.

FLOOD CO. ©

Marine Penetrol paint fortifying oil. Five U. S. gallons. Appl. author: Earl Freeman Flood. © 24Aug61; KK160949.

FLORIDA CITRUS COMMISSION. ©

Best fruit buy of the week. Grapefruit sections. (In Daily news, New York, May 18, 1961, p.65) Appl. author: Benton & Bowles, Inc. © 18May61; KK161457.

Fabulous new fresh-frozen grapefruit juice. (In Woman's day, Apr. 1961, p.80) Appl. author: Benton & Bowles, Inc. © 18Mar61; KK161572.

Give her an orange juice break, her body can't store vitamin C. Fresh frozen orange juice. (In Life, May 19, 1961, p.148) Appl. author: Benton & Bowles, Inc. © 17May61; KK161460.

Kids, freeze your own orange juice sticks. Fresh frozen concentrated orange juice. (In Newark evening news, July 12, 1961, p.30) Appl. author: Benton & Bowles, Inc. © 12Jul61; KK161571.

New, low prices; your choice of brands. Fresh frozen concentrated orange juice. (In Journal American, May 4, 1961, p.18) Appl. author: Benton & Bowles, Inc. © 4May61; KK161489.

Powerhouse of vitamin C, canned orange juice from Florida; your body can't store it, you need it every day. Endorsed by Mickey Mantle. (In Look, Mar. 17, 1959, p.51) Appl. author: Benton & Bowles, Inc. © 3Mar59; KK161510.

Powerhouse of vitamin C, fresh-frozen orange juice from Florida. Juice being poured from pitcher to glass; ice background. (In Life, July 6, 1959, p.85) Appl. author: Benton & Bowles, Inc. © 3Jul59; KK161509.

Spectacular new treats with fresh frozen orange juice. (In This week magazine (New York herald tribune) July 16, 1961, p.15) Appl. author: Benton & Bowles, Inc. © 16Jul61; KK161576.

Sweetest news in town, seedless Florida Valencias are here. (In Philadelphia bulletin, Apr. 26, 1961, p.42) Appl. author: Benton & Bowles, Inc. © 26Apr61; KK161488.

Today's best fruit buy. Grapefruit sections. (In The Detroit news, July 19, 1961, p.7-E) Appl. author: Benton & Bowles, Inc. © 19Jul61; KK161573.

FLORISTS' TELEGRAPH DELIVERY ASSN. ©

FTD flowers by wire catalog. Deluxe ed. © 30Jun61; KK162447.

FLOTILL PRODUCTS, INC. ©

Weight watchers, rejoice. Pancakes, waffles with 1/2 the calories. Tillie Lewis low calorie kitchens. (In Everywoman's family circle, Mar. 1961, p.90) © 16Feb61 (in notice: 1960); KK161375.

FLUSTER, ALFRED. ©

Kleen-Point pencil point cleaner. © 29Sep61; KK161524.

FOLD 'N CARY CO.

When the rains come; this vinyl-plastic, no-metal, compact all-weather hat folds to get in/out crowds, small places, cars. NM: new matter. © Alfred C. Kather, sole owner of Fold 'n Cary Co.; 23Oct61; KK162624.

FOODS DIVISION, ANDERSON, CLAYTON & CO., INC. SEE Anderson, Clayton & Co., Inc. Foods Division.

FORAN, PATRICIA. SEE Borrowed Timers.

FORD MOTOR CO. ©

Accessory installation; back-up lamps, models, all. I. S. 625. Fomoco. Sheet 1-3. © 5Jun61; KK162464.

Accessory installation; clock models, all. I. S. 602. Fomoco. © 7Jul61; KK162456.

Accessory installation, radio antenna (standard) I. S. 658. Fomoco. Sheet 1-2. © 27Jul61; KK162452.

Carrier roof luggage, installation kit; installation sheet. IS SK-CIDB-5955100-B. Fomoco. © 16Feb61 (in notice: 1960); KK162455.

Front reflector; kit. I. S. 623. Fomoco. Sheet 1-2. © 25May61; KK162466.

Front reflector; kit. I. S. 624. Fomoco. Sheet 1-7. © 25May61; KK162459.

Front reflector; kit. I. S. 624. Fomoco. Sheet 1-7. © 8Jun61; KK162460.

Front turn signal, series F-100 thru F-350, conventional cab; installation kit. I. S. 470 B. Fomoco. © 8Jun61; KK162463.

Front turn signals for series F-500 thru F-1100 ... conventional cab; installation kit. I. S. 540 B. Fomoco. Sheet 1-2. © 4Apr61; KK162462.

Front turn signals for series F-500 thru F-1100; installation kit. I. S. 540 B. Fomoco. Sheet 1-2. © 8Jun61; KK162451.

License plate frame kit; installation instructions. I. S. 588. Fomoco. © 4Apr61 (in notice: 1960); KK162454.

Mirror rear view outside (telescoping); kit. I. S. 536-A. Fomoco. © 14Jun61; KK162465.

Quarter wheel opening cover; installation kit. I. S. SK-C2AB-6227964-A. Fomoco. © 24Jul61; KK162453.

Shock absorber & bushing assy-rear; installation. I. S. 630 (rev.) Fomoco. © 20Jul61; KK162457.

Tissue dispenser, Galaxie; installation. I. S. 641. Fomoco. Sheet 1-2. © 29Jun61; KK162461..

Washer assembly windshield, Falcon; installation. IS-306-A. Fomoco. © 12Jul61; KK162458.

FORECAST HOMES.

The Washington Gas Light Company introduces Forecast Homes. SEE Washington Gas Light Co.

FOREMOST DAIRIES, INC. ©

Chocolate chip ice cream. Half gallon liquid. © 5Aug61; KK162772.

Chocolate ice cream. Half gallon liquid. © 20Aug61; KK162775.

Hawaiian delight ice cream. Half gallon liquid. © 25Aug61; KK162773.

Neapolitan ice cream. Half gallon liquid. © 5Aug61; KK162778.

Strawberry ice cream. Half gallon liquid. © 8Sep61; KK162777.

Vanilla & strawberry ice cream. (Two flàvor ice cream carton) Half gallon liquid. © 20Aug61; KK162774.

Vanilla ice cream. Half gallon liquid. © 5Aug61; KK162776.

FORESTRY SUPPLIERS, INC. ©

Introducing world-wide Buck Martin 4652, symbolic forester of the future. (In Forest farmer, Sept. 1961, p.4 of cover) © 11Sep61; KK161260.

FORMULA 409, INC. ©

A-O.K. car cleaner. 22 U. S. fluid ozs. © 15Aug61; KK161029.

Chemisol industrial cleaner and degreaser. 1 U. S. gal. © 20Jul61; KK161030.

New miracle, Formula 409 spray cleaner. 22 U. S. fluid ozs. © 13Jul61; KK161025.

FORT HOWARD PAPER CO. ©

Fine food. No.680. © 6Oct61; KK162095.

Four seasons. No.672. © 9Oct61; KK162096.

Have your napkins designed exclusively for you free; Fort Howard's design service. (In Restaurant management, Feb. 1959, p.2 of cover) © 1Feb59; KK163061.

Old cars. No.671. © 5Oct61; KK162094.

FOTO-FIELD, INC. ©

For boys, girls; sanitary pottie seat, Puffy. © 11Sep61; KK161309.

FRACTIONATION RESEARCH, INC. ©

Fractionation Research, Inc., a co-operative non-profit organization established for the purpose of developing the ultimate in fractionating equipment and processes. © 15May61; KK160444.

FRAM CORP. ©

Don't wait for smoke signals. Let us change your oil and install a fresh Fram oil filter. Dealer post card. Appl. author: John A. Wiegand. © 5Jun61; KK161615.

Fleet catalog. Oil, air, fuel, water filters. Weatherly index 660, issued 1961. Appl. author: John A. Wiegand. © 3Jan61; KK161621.

Million$$$ giveaway dealer kit, 1961. Wear-Guard filter. Appl. author: John A. Wiegand. © 3Jan61; KK161622.

Million$$$ giveaway; don't forget this date, October 31st. Wear-Guard filters. Appl. author: John A. Wiegand. © 5Jun61; KK161616.

Million$$$ giveaway is going over so big with our dealers, we bought another big trailer truckload of Fram filters. Wear-Guard. Folder. Appl. author: John A. Wiegand. © 5Jun61; KK161620.

Million$$$ giveaway, 1961. Sell more Fram filters with 3-D stereo View-Master. Catalog sheet. Appl. author: John A. Wiegand. © 1Mar61; KK161618.

Spring & summer sales builder to boost your oil and filter sales; big $7.00 value air mattress and beach float absolutely free. D-36. Catalog page. Appl. author: John A. Wiegand. © 1Mar61; KK161619.

Spring & summer sales builder to boost your oil and filter sales; big $7.00 value air mattress and beach float absolutely free. D-25. Catalog sheet. Appl. author: John A. Wiegand. © 1Mar61; KK161614.

Tractor catalog. Oil, air, fuel, water filters. Weatherly index 660, issued 1961. Appl. author: E. F. Morgan. © 3Jan61; KK161617.

FRANCO AMERICAN NOVELTY CO., INC. ©

Just arrived. Magic musician and dancing figures. Appl. author: Robert Oumano. © 15Dec60; KK160526.

FRANKENBERG, ROBERT.

Makon and the dauphin. SEE Scribner's (Charles) Sons.

FREUD, MELVIN. ©

Toys. Christmas specials. © 4Apr61; KK160287.

FRIDEN, INC. ©

The adding machine that catches errors before they're made. ACY. (In The Office, Mar. 1960, p.207) © 1Mar60; KK162022.

Automation cornerstone. Flexowriter. (In Nation's business, Jan. 1961, p.16) © 25Dec60 (in notice: 1961); KK162012.

The calculator that extracts square root automatically. Meet Friden's SRW. (In Electrical manufacturing, Mar. 1960, p.292) © 1Mar60; KK162018.

Child's play. Any person ... can quickly master the operation of the Friden calculator. (In Fortune, Jan. 1961, p.176) © 27Dec60; KK162028.

Coldtype copysetting in 2 easy lessons. This is how composition looks ... on the recording unit of the Friden Justowriter. (In Graphic arts monthly, Jan. 1961, p.213) © 1Jan61 (in notice: 1960); KK162029.

Collectadata: when paper tape comes in, paper work goes out. (In Electro-technology, Jan. 1961, p.230) © 1Jan61; KK162797.

The copy below was set at 100 words per minute. This copy was transcribed ... on the recording unit of a Friden Justowriter. (In Modern lithography, May 1960, p.140) © 20Apr60; KK162043.

The day they threw the pencils away at Northrop. (In American machinist/metalworking manufacturing, Sept. 19, 1960, p.243) © 19Sep60; KK162040.

First calculator to go the distance at Rich's, Atlanta. (In Merchant's trade journal, Mar. 1961, p.41) © 1Mar61; KK162032.

Friden brings office automation down to earth. Flexowriter. (In Business week, Oct. 1, 1960, p.8-9) © 1Oct61; KK162023.

The Friden Flexowriter: machine tool's machine tool. (In Machinery, Feb. 1961, p.18) © 23Jan61; KK162019.

Friden makes a desk calculator that does this automatically. Model SRW. (In Automatic control, Jan. 1961, p.51) © 25Dec60 (in notice: 1961); KK162017.

Friden supplies the missing piece in total MICR automation. (In Audit-gram, Jan. 1961, p.33) © 1Jan61; KK162031.

Hands off, she's pre-encoding MICR checks automatically. ABA Flexowriter. (In Banking, May 1960, p.99) © 30Apr60; KK162041.

How Chemical Bank New York Trust solved the problem of imprinting these checks. (In Banking, Aug. 1960, p.32) © 30Jul61; KK162015.

How Friden lays the foundation for practical office automation. Flexowriter. (In Nation's business, Mar. 1961, p.22-23) © 25Feb61; KK162799.

How many square roots in a DC-8? (In Control engineering, Mar. 1961, p.202) © 25Feb61; KK162036.

How Richardson Lumber found an automatic solution to their billing problem. (In Southern lumber journal, Oct. 1960, p.37) © 10Oct60; KK162038.

How the Ticketograph gives you absolute control over your pay and production. (In Femme lines, Feb. 1961, p.15) © 1Feb61; KK162014.

How to prepare a numerical control program tape. This is the Friden Flexowriter. (In American machinist/metalworking manufacturing, May 16, 1960, p.78) © 16May60; KK162027.

How to write a work report in ten seconds flat. Collectadata. (In Datamation, May-June 1960, p.42) © 1Jun60; KK162020.

Is punched tape really the best input medium for numerical control? (In Automation, July 1960, p.90) © 1Jul60; KK162013.

Look Mom, I'm a billing department. CTB Computyper. (In Nation's business, July 1960, p.12) © 25Jun60; KK162803.

Meet the billing department. This is a Friden CTS Computyper. (In Nation's business, Apr. 1960, p.125) © 25Mar60; KK162039.

On this adding machine, you see mistakes before they happen. (In U. S. savings & loan news, Jan. 1961, p.43) © 25Dec60 (in notice: 1961); KK162044.

One typist, one Computyper; more policies per day, lower unit cost. (In Best's life news, Feb. 1961, p.51) © 1Feb61; KK162798.

Practimation; a new word, which means more than automation ... SBT Calculator. (In Fortune, Dec. 1960, p.238) © 1Dec60; KK162800.

Practimation, a new word which means more than automation. SBT calculator. (In Nation's business, Feb. 1960, p.66-67) © 25Jan60; KK162042.

Prepare your students for what lies ahead, show them automation in today's modern office. (In Business education world, Sept. 1960, p.12) © 20Aug60; KK162021.

The prettiest tool-maker at Pratt & Whitney. (In Machinery, Sept. 1960, p.22) © 18Aug60; KK162804.

Reading, writing, arithmetic; this billing machine does all three. Model CTS Computyper. (In Office executive, Jan. 1961, p.17) © 1Jan61 (in notice: 1960); KK162030.

This machine computes the premium as I type the policy. Model CTB Computyper. (In Best's life news, Aug. 1960, p.49) © 1Aug60; KK162802.

This machine has started a revolution. It's called the Friden Programatic Flexowriter. (In Newsweek, Mar. 28, 1960, p.77) © 28Mar60; KK162025.

Two ways to cut down your accounting costs, one is free. (In Lumberman, Mar. 1961, p.63) © 10Mar61; KK162037.

What makes a calculator accurate? (In Modern office procedures, Apr. 1960) © 12Mar60; KK162805.

Why Friden added automation to the adding machine. This is the Friden Add-Punch, model ACPT. (In Controller, Feb. 1961, p.86) © 31Jan61; KK162016.

Why is this the best calculator for retailers? (In Merchant's trade journal, Aug. 1960, p.41) © 1Aug60; KK162033.

Why Kearney & Trecker chose 8-channel punched paper tape input. Flexowriter. (In Machinery, Apr. 1961, p.82) © 1Mar61; KK162801.

Why lumber companies standardize on the Friden calculator. (In American lumberman, Apr. 11, 1960, p.32) © 28Mar60; KK162024.

Why lumber companies standardize on the Friden calculator. (In American lumberman, Aug. 15, 1960, p.34) © 15Aug60; KK162034.

Why Macy's uses the Friden calculator. (In Merchant's trade journal, June 1960, p.43) © 1Jun60; KK162035.

Why Simpson figures on the Friden calculator. (In American lumberman, Sept. 12, 1960, p.62) © 12Sep60; KK162026.

FRIGID FOODS CO. ©

Carnival Butterfinger ice cream bars. 6 refreshing treats. Net contents 18 fl. ozs. © 21Mar61; KK159902.

Carnival cherry Popsicle. 6 twin treats. Net contents 18 fl. ozs. © 21Mar61; KK159906.

Carnival deluxe Cheerio. 6 delicious chocolate coated ice cream bars. Net contents 18 fl. ozs. © 21Mar61; KK159901.

Carnival giant ice cream sandwich. 6 tempting, tasty treats. Net contents 18 fl. ozs. © 21Mar61; KK159905.

Carnival grape Popsicle. 6 twin treats. Net contents 18 fl. ozs. © 21Mar61; KK159900.

Carnival pure lime flavor Popsicle. 6 twin treats. Net contents 18 fl. ozs. © 21Mar61; KK159904.

Carnival vanilla ice cream squeeze cups. 6. Net contents 15 fl. ozs. © 21Mar61; KK159903.

G

G & F PRODUCTS CO.

Orbitor. © G & F Products Co., a firm consisting of Frederick C. Field & Edward J. Giers; 15Oct61; KK162664.

G DISTRIB-CO.

Acoustex, texture-plaster additive. © Nicholas R. Gee d.b.a. G Distrib-Co.; 31Oct61; KK162608.

Soil extender, inert compound. Mix with soil or grow without soil. © Nicholas R. Gee d.b.a. G Distrib-Co.; 31Oct61; KK162607.

G. F. C. SEE General Foods Corp.

GGCO. SEE Green Giant Co.

G. M., INC. SEE Golden Mix, Inc.

G. P. I. SEE Gaylord Products, Inc.

G. S. G. SEE Griffin, Gordon S.

GAFFNEY'S MEATS. ©

Delicious, prepared dinners for busy days. You'll always find something new at Freeman & Burlingame Food Center. (In Akron beacon journal, Nov. 30, 1961, p.44) Appl. author: F. J. Gaffney. © 30Nov61; KK163210.

GARDIAN SURVIVAL FALLOUT SHELTERS.

Survival fallout shelters. © Gardian Survival Fallout Shelters, solely owned by John W. Highfield; 12Sep61; KK162806.

GARNEAU (JOSEPH) CO. ©

Taste the original blended Scotch whisky, Usher's Green Stripe. (In The Tulsa tribune, Sept. 14, 1961, p.56) Appl. author: Albert Woodley Co., Inc. © 14Sep61; KK162220.

Usher's Green Stripe, the light, smooth scotch. (In Liquor store, Aug. 1961, p.4) Appl. author: Albert Woodley Co., Inc. © 6Aug61; KK160562.

GAROFALOW, DONALD G. SEE Astronautics.

GASKE (J. M.), INC. ©

Actual sample of our Brown Kraft, water repellent book cover paper. Design A, design B, design C. Appl. author: Elizabeth G. McGinty. © 11Oct61; KK162482.

GASTINEAU, JERRY. SEE Home-Spun Records.

GATES RUBBER CO. ©

Fan belt finder. © 2Jun61; KK159975.

Industrial hose selector. © 12Jul61; KK160334.

GAY, CONNIE B. ©

Welcome to the smartest group of shoppers in the world, members of Cash Card. Cash discounts, credit savings. © 9Sep61; KK162051.

GAYLORD PRODUCTS, INC. ©

For braids and pony tails, Gayla hold-tite anchor bands. No.50. © 9Mar61; KK163096.

For pony tails and braids, Gayla hold-tite, the band with the handle. No.51. © 9Mar61; KK163097.

Gayla Cloud 9 comfy foam pads. No.2423. 20 pads. © 8Nov61; KK163099.

Gayla complete hair styling kit. Item no.2000. 18 assorted pillow tip brush rollers. © 8Nov61; KK163100.

Gayla Mystique; look, the vanishing hair net. No.617. Regular size, light. © 30Jun61; KK160994.

Gayla sleep net. Item no.522. 2 nets. © 8Nov61; KK163098.

New, Gayla Cloud 9 foam rollers. No.2237, large. 20 rollers, 20 clips. © 14Aug61; KK160993.

New, Gayla Cloud 9 ventilated foam curlers. No.2337, large. 12 rollers, 24 picks. © 14Aug61; KK160992.

Ultra new for ultra comfort. Gayla Snap-eze pin curl clips. © 17May61; KK161061.

GEE, NICHOLAS R. SEE G Distrib-Co.

GENERAL FOODS CORP. ©

Big news in baby foods; important research on Birds Eye frozen instant baby foods reported in publication of American Medical Association. (In Scranton times, July 19, 1961, p.40) Appl. author: Benton & Bowles, Inc. © 19Jul61; KK161574.

Birds Eye frozen instant baby foods make news from coast to coast. (In Rochester times union, May 3, 1961, p.20) Appl. author: Benton & Bowles, Inc. © 3May61; KK161485.

Happy Mother's Day. Kool-Aid, instant soft drink. (In Life, May 12, 1961, p.50) Appl. author: Leslie S. Mather. © 12May61; KK161158.

Hot diggety dogs! Grand on the outdoor grill. The Open Pit barbecue sauce helps you make everyday foods flavor happy. (In McCall's, July 1961, p.134) Appl. author: Young & Rubicam, Inc. © 22Jun61; KK161724.

If the doorbell rings before I get back, here's the loot for the trick-n' treaters. Kool-Aid, instant soft drink. (In Life, Oct. 27, 1961, p.56) Appl. author: Leslie S. Mather. © 27Oct61; KK162471.

Kids, I told the sitter you could have some Kool-Aid while you do your homework. Instant soft drink. (In Life, Sept. 15, 1961, p.28) Appl. author: Leslie S. Mather. © 15Sep61; KK162472.

Make tonight's supper stewpendous; the Open Pit barbecue sauce helps you make everyday foods flavor happy. (In Ebony, May 1961, p.29) Appl. author: Young & Rubicam, Inc. © 15Apr61; KK160012.

Now is the time for Kool-Aid to come to the aid of the party. Instant soft drink. (In Ebony, July 1961, p.95) Appl. author: Leslie S. Mather. © 1Jul61; KK161160.

Save 10¢ on the new jumbo jar Twist. Instant soft drink mix. (In Empire magazine (The Denver post) May 21, 1961, p.31) Appl. author: Doris Johnson McBrady. © 21May61; KK160436.

GENERAL FOODS CORP.-Con.

Southern pride chicken; the Open Pit barbecue sauce helps you make everyday foods flavor happy. (In Life, June 30, 1961, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 28Jun61; KK161725.

Surprise, look what I found at the store, new tangerine Kool-Aid. Instant soft drink. (In Ebony, June 1961, p.113) Appl. author: Leslie S. Mather. © 1Jun61; KK161161.

Surprise the family with whamburgers; make supper simply stewpendous; treat your tribe to big chief beef. The Open Pit barbecue sauce helps make everyday foods flavor happy. (In Life, Apr. 21, 1961, p.68-69) Appl. author: Young & Rubicam, Inc. © 19Apr61; KK160013.

Surprise the family with whamburgers; the Open Pit barbecue sauce helps you make everyday foods flavor happy. (In Better homes & gardens, June 1961, p.97) Appl. author: Young & Rubicam, Inc. © 18May61; KK160009.

Tommy, your allowance inside. Kool-Aid, instant soft drink. (In Ebony, Aug. 1961, p.106) Appl. author: Leslie S. Mather. © 1Aug61; KK161159.

Treat your tribe to big chief beef; the Open Pit barbecue sauce helps you make everyday foods flavor happy. (In Life, May 12, 1961, p.84) Appl. author: Young & Rubicam, Inc. © 10May61; KK160010.

Whamburgers, hot diggety dogs; the Open Pit barbecue sauce helps you make everyday foods flavor happy. (In McCall's, June 1961, p.49) Appl. author: Young & Rubicam, Inc. © 23May61; KK160011.

GENERAL MILLS, INC. ©

Betty Crocker chocolate malt cake mix. 1 lb. 3 oz. net wt. (Series no.25) © 18Sep61; KK162344.

Betty Crocker devil's food cake mix. 1 lb. 3 oz. net wt. (Series no.47X) © 2Oct61; KK162340.

Betty Crocker honey spice cake mix. 1 lb. 3 oz. net wt. (Series no.35) © 31Oct61; KK162339.

Betty Crocker instant mixing pie crust mix. 1 lb. 4 oz. net wt. (Series no.30) © 24Aug61; KK162335.

Betty Crocker instant mixing pie crust mix. 10 oz. net wt. (Series no.28) © 23Jun61; KK162334.

Betty Crocker lemon velvet cake mix. 1 lb. 3 oz. net wt. (Series no.4) © 9Oct61; KK162345.

Betty Crocker marble cake mix. 1 lb. 3.6 oz. net wt. (Series no.29) © 24Oct61; KK162342.

Betty Crocker milk chocolate flavored cake mix. 1 lb. 3 oz. net wt. (Series no.8) © 21Oct61; KK162346.

Betty Crocker noodles Romanoff. Net wt. 5.75 oz. (Series no.1) © 17Aug61; KK162350.

Betty Crocker one step-one pan pan fry potatoes. Net weight 4 oz. (Series no.1) © 5Jun61; KK162338.

Betty Crocker potato salad. Net weight 6 oz. (Series no.1) © 23May61; KK162336.

Betty Crocker toasted coconut cake mix. 1 lb. 3 oz. net wt. (Series no.6) © 1May61; KK159845.

Betty Crocker toasted coconut cake mix. 1 lb. 3 oz. net wt. (Series no.9) © 24Oct61; KK162343.

Betty Crocker toffee fudge frosting mix. 13.8 oz. net wt. (Series no.1) © 9Oct61; KK162337.

Betty Crocker toffee swirl cake mix. 1 lb. 3 oz. net wt. (Series no.2) © 5Oct61; KK162348.

Betty Crocker white cake mix. 1 lb. 3 oz. net wt. (Series no.38X) © 2Oct61; KK162341.

Betty Crocker yellow cake mix. 1 lb. 3 oz. net wt. (Series no.36X) © 5Oct61; KK162349.

Black walnut cake mix. 1 lb. 3 oz. net wt. (Series no.18) © 2Oct61; KK162347.

Cheerios. Net wt. 7 oz., regular size. (Series no.8E) © 3Apr61; KK161156.

FrostyO's, goodness in sugar charged oat cereal. Net wt. 9 1/2 oz. (Series no.11) © 28Aug61; KK162232.

LIX, liquid ion exchange; chromium. CDS1-61. © 22Aug61; KK161204.

Total, the goodness of 8 vitamins in whole wheat flakes. Net wt. 8 oz. (Series no.1) © 28Jun61; KK162230.

Twinkles, star-shaped cereal. Twinkles and the balloon machine. Net wt. 7 oz. (Series no.6B) © 22Aug61; KK162228.

Twinkles, star-shaped cereal. Twinkles and the hound dog. Net wt. 7 oz. (Series no.6E) © 22Aug61; KK162235.

Twinkles, star-shaped cereal. Twinkles and the iceberg. Net wt. 7 oz. (Series no.6C) © 22Aug61; KK162233.

Twinkles, star-shaped cereal. Twinkles and the lost geese. Net wt. 7 oz. (Series no.6A) © 22Aug61; KK162229.

Twinkles, star-shaped cereal. Twinkles and the monkey trick. Net wt. 7 oz. (Series no.6F) © 22Aug61; KK162236.

Twinkles, star-shaped cereal. Twinkles and the platypus. Net wt. 7 oz. (Series no.6D) © 22Aug61; KK162234.

Vanadium. Technical bulletin. © 20Oct60; KK160667.

Wheaties bran with raisin flakes. Net wt. 9 oz. (Series no.1) © 30Aug61; KK162231.

GENERAL WATERPROOFING CORP. ©

Do it yourself Plugit color unit. Large unit. Appl. author: R. G. Walker. © 25May61; KK159849.

GEOLOGRAPH CO. ©

Drilling rate scale instructions. © 3Apr61; KK160524.

GERMAIN'S, INC. ©

25 Germain's plant stakes. © 18Jun61; KK160045.

GIBSON REFRIGERATOR SALES CORP.

B series instant comfort multiple room air conditioners. Model B-2100-1S. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162156.

Economy trimline refrigerator. Model 1609R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162161.

Frost clear freezer, 469 lb. capacity. Model V615-R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162173.

A series instant comfort room air conditioners. Model A-281-2. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162157.

Slumber Master instant comfort personal carry home air conditioner. Model D-162-1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162165.

T series instant comfort multi-room air conditioners. Model T-190-1Se. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162166.

Texan instant comfort full home air conditioner. Model G-1220-2E. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162164.

Trimline chest food freezer. Model H616C1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162175.

Trimline chest food freezer. Model H618C1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162177.

Trimline chest food freezer. Model H620C1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162170.

Trimline chest food freezer. Model H624C1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162172.

Trimline deluxe frost clear refrigerator-freezer. Model 7614R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162171.

Trimline deluxe Market Master refrigerator. Model 4714R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162168.

Trimline deluxe refrigerator. Model 1709R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162162.

Trimline deluxe refrigerator. Model 2614R1. © Gibson Refrigerator, subsidiary of Hupp Corp.; 5Oct61; KK162160.

Trimline deluxe two-temp refrigerator-freezer. Model 5613R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162169.

Trimline food freezer. Model V616R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162183.

Trimline food freezer, 483 lb. capacity. Model V614R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162184.

Trimline food freezer, 763 lb. capacity. Model V622R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162182.

Trimline food freezer, 315 lb. capacity. Model V609R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162174.

Trimline sovereign Market Master; automatic Ice Master. Model 4814R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162159.

Trimline sovereign two-temp refrigerator-freezer with automatic Ice Master. Model 5813R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162163.

Trimline special frost clear refrigerator-freezer. Model 7314R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162167.

Trimline special two-temp refrigerator-freezer. Model 5413R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162158.

Ultra model U100 electric range. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162178.

Ultra model U200 electric range. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162180.

Ultra model U300 electric range. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162176.

Ultra model U500 electric range. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162179.

Ultra model U600 electric range. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162181.

GIERS, EDWARD J. SEE G & F Products Co.

GILLETTE CO. ©

The big sporting event, the big promotion, your big money maker; World Series special. Free when you buy Gillette adjustable razor ... World Series encyclopedia. (In Food topics, Aug. 1961, p.38-39) © 28Jul61; KK160566.

The big sporting event, the big promotion, your big money maker; World Series special. Free when you buy Gillette adjustable razor ... World Series encyclopedia. (In Variety store merchandiser, Aug. 1961, p.42-43) © 1Aug61; KK160554.

Christmas shop for men in minutes. Adjustable razor set. (In The Sporting news, Nov. 22, 1961, p.28) © 22Nov61; KK162794.

Display the whole Gillette line-up and get extra sales from your razor and blade customers. Right Guard deodorant. (In Tobacco retailers' almanac, 1961-1962, p.120) © 20Oct61; KK162089.

Free World Series encyclopedia when you buy the famous Gillette adjustable razor set with super Blue Blades. (In The Sporting news, Aug. 23, 1961, p.29) © 23Aug61; KK161001.

Have a perfect day. The Gillette adjustable, the famous razor. (In World's Series records 1962, p.314-315) © 15Nov61; KK162982.

Have you tried the new Gillette super Blue Blade? Man, I'll spring for that blade every time. (In Army times, European ed., June 28, 1961, p.51, Frankfurt) © 28Jun61; KK160043.

Have you tried the new Gillette super Blue Blade? Sure, that shaving comfort really sends me. (In Army times, European ed., July 12, 1961, p.9. Frankfurt) © 12Jul61; KK160234.

New, king size Right Guard, fastest growing men's deodorant. (In Food topics, Aug. 1961, p.32) © 28Jul61; KK160555.

Show the sets that get the gals, guys, too. Aristocrat adjustable razor set. (In American druggist, Sept. 4, 1961, p.84) © 4Sep61; KK161237.

Show the sets that get the gals; guys, too. Aristocrat adjustable razor set. (In Post exchange and commissary, Sept. 1961, p.41) © 1Sep61; KK161196.

Special introductory offer; new king size Right Guard, 2 free with 10. (In Post exchange and commissary, Aug. 1961, p.45) © 1Aug61; KK160761.

While they last, Gillette saves you 48 cents. Dispenser of 15 Super Blue Blades; giant foamy instant lather cream. Poster. © 8Dec61; KK163500.

GILMAN (A. S.) INC. ©

Instructions for Ray-Con display. Carling Black Label beer brings you the Syracuse Chiefs on radio, WFBL. © 21Apr61; KK159878.

GILMER, BERNIE L. SEE Dow-Lee Co.

GILMER, J. D. SEE Dow-Lee Co.

GINZBURG, RALPH. SEE Eros.

GLADEN ENTERPRISES, INC. ©

Aerocar, the flying automobile; scale model. Action toy. Cat. no.GE777. Appl. author: Carl F. Gladen. © 8Mar61; KK160792.

Aerocar, the flying automobile. Scale model kit. Cat. no.K-66-1:98. 42 parts. Appl. author: Carl F. Gladen. © 8Mar61; KK160793.

GLASTEEL, INC. ©

For shade that's right, plus color and light. Translucent fiberglass panels. © 28Jul61; KK160618.

GLATT, HERBERT. SEE Magla Products.

GLIDDEN CO. ©

Any wall color you choose you'll cherish for years when it's scrubbable Spred Satin, the 100% latex paint. (In Ladie's home journal, Sept. 1961, p.89) Appl. author: Meldrum & Fewsmith, Inc. © 25Aug61; KK161140.

Blisters stopped. Acrylic Spred house paint. (In This week magazine, Aug. 27, 1961, p.5) Appl. author: Meldrum & Fewsmith, Inc. © 27Aug61; KK161386.

GOEDE INDUSTRIES. ©

Introducing the new Panorama lapidary equipment. Panorama 4" trimlight performer, model no.76-6. Appl. authors: Earl Smith & Lois Smith. © 12Apr61; KK159986.

GOLDEN MIX, INC. ©

Deluxe pancakes & waffles. Net wt. 2 lbs. Appl. author: William E. Pigott. © 1Aug61; KK162760.

GOLDMAN, JERRY. SEE American Adlid.

GOODERHAM & WORTS, LTD. ©

You can see it's lighter, you can taste it's lighter, too; turn to the light. Seven Star, America's lightest whiskey. (In The New York times, late city ed., Apr. 27, 1961, p.16C) © 27Apr61; KK160246.

GOODMAN (H.) & SONS.

Goody Ball Tip brush rollers; gentle to your scalp. Item no.680/3. 5 rollers, 10 pins. NM: revision. © Delamere Co., Inc. (in notice: H. Goodman & Sons, division of Delamere Co., Inc.); 12Jul61; KK160591.

Goody Ball Tip brush rollers; gentle to your scalp. Item no.685/1. 5 rollers. © Delamere Co., Inc. (in notice: H. Goodman & Sons, division of Delamere Co., Inc.); 1Jun61; KK160662.

GOODRICH (B. F.) CO. ©

BFG Trailmaker bites through deepest snow, with deepest biting edges of all five major brands. (In Farm journal, Nov. 1961, p.26-27) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Oct61; KK162374.

GOODRICH MAINTENANCE SUPPLY CO. ©

Nine-90 & Ripple cleaner, a new combination cleaning method. Appl. author: Elvin R. Goodrich. © 1Jun61; KK162584.

One year warranty. Appl. author: E. R. Goodrich. © 16Oct61; KK163365.

Thrust. Quality cleaning products. Appl. author: Elvin R. Goodrich. © 1Feb60; KK161774.

Your Trojan warranty. Appl. author: E. R. Goodrich. © 16Oct61; KK163364.

GOULD NATIONAL BATTERIES, INC. ©

Replacement parts. Battery types: CPE, AS, AT, BS, BT, CS, OCS, CSC, OCSC. © 31Mar60 (in notice: 1961); KK160474.

Replacement parts, battery types: DC, DPR. © 31Mar60 (in notice: 1961); KK160228.

Replacement parts, battery types: DM, DD, DKR. © 31Mar60 (in notice: 1961); KK160226.

Replacement parts, battery types: EKR, EC, EPR. © 31Mar60 (in notice: 1961); KK160227.

Replacement parts, battery types: EWT, ET, FWT, FT. © 31Mar60 (in notice: 1961); KK160224.

Replacement parts, battery types: FKR, FC, FPR. © 31Mar60 (in notice: 1961); KK160225.

Stationary auxiliary power and control Kathanode multi-unit types. © 30Apr61; KK160168.

GRACE LINE, INC. ©

Ever cruise down a street? (In Holiday, Sept. 1961, p.80) Appl. author: Kelly, Nason, Inc. © 15Aug61; KK160818.

GRAF & GRAF. ©

Chan-L-Form steel stud selector. Bostwick. Appl. author: Don Graf. © 21Jun61; KK160389.

GRAND HAVEN STAMPED PRODUCTS CO. ©

Watermaid hot water dispenser, model 61-C. Parts list. Appl. author: Creative Advertising Agency, Inc. © 12May61 (in notice: 1960); KK162418.

GRAPHIC FASHIONS. ©

At last, the best for less, take a good look. © 5Sep61; KK161180.

GRAY, W. G. ©

Adobe House chili mix. Net wt. 5 oz. © 14Jul61; KK160359.

GREEN GIANT CO. ©

Announcing the big green gardener's Italian coffee maker offer. Peas. (In The New Yorker, Apr. 15, 1961, p.115) Appl. author: Leo Burnett Co., Inc. © 13Apr61; KK160576.

Announcing the Green Giant's Italian masterpiece promotion. (In Grocergraphic, Mar. 6, 1961, p.24) Appl. author: Leo Burnett Co., Inc. © 6Mar61; KK160577.

The big green man captures summer in a can. Niblets Espanola; heat, season and butter Niblets brand corn. (In Life, May 12, 1961, p.49) Appl. author: Leo Burnett Co., Inc. © 10May61; KK160579.

The big green man is a stickler about time. Peas western style. (In Life, Feb. 3, 1961, p.75) Appl. author: Leo Burnett Co., Inc. © 1Feb61; KK160578.

The day the greenhouse shook. Peas. (In Quartermaster review, May-June 1961, p.35) Appl. author: Leo Burnett Co., Inc. © 1Jun61; KK160580.

Garden fresh and pod sweet. Happily appley pea salad. (In Ladies' home journal, Apr. 1961, p.135) Appl. author: Leo Burnett Co., Inc. © 30Mar61; KK160574.

The Green Giant shows you 6 ways to create an Italian masterpiece with vegetables. (In Life, Apr. 14, 1961, p.68-69) Appl. author: Leo Burnett Co., Inc. © 12Apr61; KK160572.

Sun soaked and summer fresh. Niblets, fresh corn. (In Ladies' home journal, May 1961, p.22) Appl. author: Leo Burnett Co., Inc. © 27Apr61; KK160571.

Which one is the new Green Giant cream style corn? (In Life, Feb. 17, 1961, p.48) Appl. author: Leo Burnett Co., Inc. © 15Feb61; KK160573.

Yes, whose knees? Cream style corn. (In The New Yorker, Jan. 21, 1961, p.93) Appl. author: Leo Burnett Co., Inc. © 19Jan61; KK160575.

GREENWOOD MILLS, INC. ©

Ace Sportswear chooses Greenwood's prime rib thickset corduroy for this country-campus coat. (In Sports illustrated, Sept. 18, 1961, p.E25) © 18Sep61; KK161473.

Baron-Abramson chooses Greenwood's corduwale for these lightly tapered classic corduory slacks styled by Barry Ashley. (In Women's wear daily, Aug. 10, 1961, p.38) © 10Aug61; KK161470.

GREENWOOD MILLS, INC.-Con.

Darwood chooses Greenwood's Starsheen mercerized combed poplin ... for this boy's hooded jacket. (In Daily news record, July 25, 1961, p.3) © 25Jul61; KK161012.

Dickies Casuals chooses Greenwood's midwale corduroy for this town and country suit with its interesting reversible vest. (In The New York times magazine, Sept. 10, 1961, p.48) © 10Sep61; KK161472.

Lad 'n Dad chooses Greenwood's midwale corduroy for these trim, tapered slacks. (In Daily news record, Aug. 22, 1961, p.3) © 22Aug61; KK161469.

Lorrie Kay chooses Greenwood's Grand Coulee twill for its colorfully lined coat. (In Women's wear daily, Aug. 30, 1961, section 1, p.19) © 30Aug61; KK161471.

Oshkosh b'Gosh chooses Greenwood's prime rib corduroy for these tailored work pants. (In Daily news record, Aug. 4, 1961, p.3) © 4Aug61; KK161468.

Pacific Trail chooses Greenwood's Gardiners Bay, a combed cotton 2x1 poplin ... for its new hipster-length sports coat. (In Sports illustrated, western ed., Oct. 2, 1961, p.W8) © 2Oct61; KK161624.

Robitshek-Schneider chooses Greenwood's western poplin for this versatile outdoor jacket. (In Sports illustrated, Oct. 9, 1961, p.E1) © 9Oct61; KK163028.

Stahl-Urban chooses Greenwood's Gardiners Bay all-combed cotton, mercerized, 2x1 poplin for this Sir Jac pile-lined bloused jacket. (In Sports illustrated, midwest ed., Sept. 4, 1961, p.M2) © 4Sep61; KK161474.

Stockton chooses Greenwood's Brilliance 2000, a 100% combed cotton for these slender ankle-length slacks. (In Women's wear daily, July 26, 1961, p.23) © 26Jul61; KK161678.

Utica Duxbak Corporation goes to Greenwood for their Kennebec combed sateen cotton ... for this functional hunting outfit. (In Sports illustrated, eastern ed., Oct. 16, 1961, p.E6) © 16Oct61; KK163029.

Windbreaker chooses Greenwood's Grand Coulee twill with Syl-Mer silicone water-repellent finish for this smartly designed knit-collared sport jacket. (In Sports illustrated, eastern ed., Sept. 25, 1961, p.E7) © 25Sep61; KK161623.

GREIDER CO. ©

New, Dust-Less dust cloths; set of 3, 18" X 36". Appl. author: Fred M. Greider. © 31Oct61; KK162665.

GRENALD, BEN Z. ©

Douchettes for the discriminating woman. 24 units, total net weight 6 oz. © 1Apr46; KK159991.

Eyecicles for the eyes. 50 pads. © 8Jun60; KK160247.

Mascaroff. 50 mascara remover pads. © Ben Z. Grenald d.b.a. American Hygienic Laboratories, Inc.; 6Apr61; KK160312.

GRIFFIN, GORDON S. ©

Don't look inside unless, unless you wish to make your place the talk of the town. Hokey-Pokey shakes; Sizzle-burgers. [Chef at work] © 6Nov61; KK162523.

GRISWOLD CONTROLS. ©

Flow control meter. Models 32, 33, 36, 37. © 22Nov61; KK162895.

Flow control valve. Model 12, cycolac body, 6-140 psi pressure absorption range. © 12Apr61; KK162883.

Flow control valve. Models 22-23, 26-27. © 1Dec61; KK163050.

GROSS, CHARLES.

Alsace. SEE Michel's Designs, Inc.

Blossom pavilion. SEE Michel's Designs, Inc.

Blossom talk, blossom walk. SEE Michel's Designs, Inc.

Corinthian. SEE Michel's Designs, Inc.

Kyushu. SEE Michel's Designs, Inc.

Newport. SEE Michel's Designs, Inc.

GROSS (JOHN) & CO. ©

Braw Scot, unblended pot-still Scotch whisky. 4/5 quart. Appl. author: John J. Gross. © 17Oct61; KK163070.

GULF CARTON DIVISION, ST. REGIS PAPER CO. SEE St. Regis Paper Co. Gulf Carton Division.

H

H. B. C., INC. SEE Hills Bros. Coffee, Inc.

H. D. H. MFG. CO. SEE Hudson (H. D.) Manufacturing Co.

H.E. Co. SEE Hudson Equipment Co.

HMH PUB. CO., INC. ©

Playboy liquor caddy. Doll simulating rabbit. © 1Sep60; KK160015.

H. O. P., INC. SEE House of Perfection, Inc.

HAIRNET CORP. OF AMERICA. ©

Extra sheer, new Jac-o-net. No.141. Colorless. Bob size. © 26Jul61; KK163240.

HAMILTON BEACH.

Modern appliances for more effective teaching. 12" frypan with oven rack. (In What's new in home economics, Nov. 1959, p.54) Appl. author: Clinton E. Frank, Inc. © Hamilton Beach, division of Scovill Manufacturing Co.; 15Oct59; KK161405.

HAMM (THEO.) BREWING CO. ©

From the land of sky blue waters. [Can, glass, & pine cone in water] Appl. author: Campbell-Mithun, Inc. © 1Sep61; KK161068.

From the land of sky blue waters. [Decoy by cans & glass of beer] Appl. author: Campbell-Mithun, Inc. © 1Oct61; KK161595.

From the land of sky blue waters. [Fishing rod & creel beside stream; man's hand holding glass] Appl. author: Campbell-Mithun, Inc. © 1Jul61; KK160325.

From the land of sky blue waters. [Individual letters of the word cheer printed on frosted glasses embedded in snow] Appl. author: Campbell-Mithun, Inc. © 1Dec61; KK162884.

From the land of sky blue waters. Nature's ice bucket. Appl. author: Campbell-Mithun, Inc. © 1Aug61; KK161592.

From the land of sky blue waters. [Three glasses; smiling moon shining on lake] Appl. author: Campbell-Mithun, Inc. © 1Nov61; KK162238.

HAMMOND ORGAN CO. ©

Clear your brain, calm your nerves, mend your spirits, making music on a Hammond organ. (In Saturday evening post, May 27, 1961, p.13) Appl. author: Young & Rubicam, Inc. © 23May61; KK161726.

Hammond leadership is fact, not fiction. (In Piano trade magazine, July 1961, cover) Appl. author: Young & Rubicam, Inc. © 1Jul61; KK161733.

The Hammond organ is music's important product. (In Piano trade magazine, May 1961, cover) Appl. author: Young & Rubicam, Inc. © 1May61; KK161731.

How do 8 pros feel about the Hammond organ? Endorsed by Ethel Smith. (In International musician, Aug. 1961, p.5) Appl. author: Young & Rubicam, Inc. © 1Aug61; KK161734.

If you've been longing for an organ but hate to settle for anything less than a Hammond: now, a new Hammond spinet organ, only $995. (In House beautiful, Sept. 1961, p.3) Appl. author: Young & Rubicam, Inc. © 22Aug61; KK162616.

M: musical importance of the highest order. (In Piano trade magazine, Apr. 1961, cover) Appl. author: Young & Rubicam, Inc. © 1Apr61; KK161729.

Music's most glorious voice. Honor roll of inner circle dealers. (In Piano trade magazine, June 1961, cover) Appl. author: Young & Rubicam, Inc. © 1Jun61; KK161732.

A new enhancement of Hammond leadership. New $995 spinet organ. (In Piano trade magazine, Aug. 1961, cover) Appl. author: Young & Rubicam, Inc. © 1Aug61; KK162614.

News, a new Hammond spinet organ. (In This day, Sept. 1961, p.45) Appl. author: Young & Rubicam, Inc. © 20Aug61; KK161735.

News, a new Hammond spinet organ, only $995. (In The Instructor, Sept. 1961, p.121) Appl. author: Young & Rubicam, Inc. © 1Aug61; KK161722.

The organ with a new sound, a new look, and a new low Hammond price. (In Life, May 19, 1961, p.13) Appl. author: Young & Rubicam, Inc. © 17May61; KK161727.

Which Hammond for your church? (In Christian herald, June 1961, p.19) Appl. author: Young & Rubicam, Inc. © 25May61; KK161730.

Why the Hammond concert model organ brings out all the brilliant music that is in you. (In American organist, Aug. 1961, p.18) Appl. author: Young & Rubicam, Inc. © 1Aug61; KK162615.

Wins first prize for furniture design. (In Piano trade magazine, Mar. 1961, cover) Appl. author: Young & Rubicam, Inc. © 1Mar61; KK161728.

HANNAU COLOR PRODUCTIONS. ©

Avion, the light aluminum travel trailer built to outlast them all. Avion Coach Corporation. © 30Dec60; KK160706.

La Belle Creole; Port-au-Prince, Haiti. Perfumes, cashmeres, gloves, beaded bags, Swiss watches. Color photography by Ralph Herz. © 31Dec60; KK162268.

HANNIGAN, R. K. SEE Sweet's Laboratory.

HANSON, ERNEST R. ©

Ladder pipe operation. © 22May61; KK160252.

Quantity flow simplified. © 22May61; KK160251.

HARLOFF. SEE Harloff Manufacturing Co.

HARLOFF MANUFACTURING CO.

The answer to a maid's prayer. The Seminole, model C-175. Appl. author: Norman C. Harloff. © Harloff, accepted alternative designation of Harloff Mfg. Co.; 15May61; KK160367.

HARPMAN, WEBSTER B. SEE Multiplex Products Co.

HARRIS-INTERTYPE CORP. INTERTYPE CO. SEE Intertype Co.

HARVELL KILGORE SALES CORP. ©
Decor-table; La petite. Two new ideas in tray tables, shaped for volume sales. © 7Jul61; KK160365.
Smart new shape styled for today's living, the Contempora, king size tray tables and tray sets. © 7Jul61; KK160366.

HARVEY (SID), INC. ©
Air conditioning controls. Minneapolis-Honeywell cooling thermostats; T87C. Appl. author: Howard Ruehl. © 1Aug61; KK162110.

HARVIC MANUFACTURING CORP. ©
The how, what, when, where, which, why of ETCO convection baking & roasting. © 7Aug61; KK161047.

HATZ, THOMAS R., JR. SEE Miracle Mop Co.

HAWAIIAN PINEAPPLE CO., LTD.
Sea Island brand Hawaiian pineapple tidbits. Net weight 1 lb. 4 oz. © Hawaiian Pineapple Co., Ltd., fictitious name of Dole Corp.; 2Jan61; KK161368.

HAYDON (A. W.) CO. ©
Model K42401 program timer kit instructional manual. Manual no. A42401-12. © 6Jun61; KK160385.

HEALTH HISTORY, INC. ©
Safeguard your health with the help of a lifetime health record and a medical identification card for each member of your family. Pamphlet. © 18Aug61; KK161357.

HEINE, PAUL L. H. ©
Hotel Brunswick, Lancaster, Pennsylvania. (Pennsylvania Dutch menu) NM: revision. © 21Jun61; KK160223.
Yonnie's Pennsylvania Dutch weekends and favorite foods at the Hotel Brunswick, Lancaster, Pa. NM: revision. © 21Jun61; KK160162.

HELBROS WATCH CO., INC. ©
Boy, what a buy. (In Look, Nov. 24, 1959, p.113) © 7Nov59; KK163024.
Budget problem? There's a nationally famous Helbros watch for every premium program. (In Premium practice magazine, July 1959, p.39) © 25Jun59; KK162101.
If we say it once we'll say it 60 million times: Helbros, boy, what a buy! (In Premium practice, Oct. 1959, p.23) © 5Oct59; KK162046.

HELENHART NOVELTY CORP. ©
Kiki game & puzzle. Appl. author: I. Hartley Steinhardt. © 24Jul61; KK160742.

HELWIG, MAUDE. SEE Rainbow Magic Floral Dyes.

HENDERSON-REED BROS. CO., INC. ©
Bird feed-n-feeder. © 4Oct61; KK163022.

HENDRIX, JESSIE. ©
Old Cottage fancy bread and butter pickles. Net wt. 10 oz. © 12Oct61; KK161768.

HERCULES POWDER CO. ©
Delnav. (Hercules agricultural chemicals) Appl. author: F. E. Schmitt, Jr.
No.
202. Control program for mites and leafhoppers in California vineyards. © 16Jun61; KK162997.
Explosives technical data: Flogel and Flogel HD. Appl. author: J. J. O'Neill. © 25Jul61; KK160839.
Insect notes. (Hercules agricultural chemicals) Appl. author: F. E. Schmitt, Jr.
No.
3. Lygus bugs in field beans. © 19Jun61; KK162996.
7. The grape leaf folder. © 21Jun61; KK162995.
Product data. Appl. author: F. E. Schmitt, Jr.
No.
108. Parlon P, Hercules chlorinated polypropylene. © 26Jul61; KK160663.
217-1. Improved technical PE, essentially pure technical pentaerythritol. © 4Oct61; KK162060.
218-1. Mono-PE, essentially pure monopentaerythritol. © 5Oct61; KK162059.
225-2. Pentalyn K, a pentaerythritol ester of Dymerex. © 7Sep61; KK161271.
227-1. Pentalyn 802A, a phenolic-modified pentaerythritol ester of rosin. © 7Sep61; KK161269.
236-1. Cellolyn 104, modified pentaerythritol ester of rosin. © 7Sep61; KK161270.
244-1. PE-200, fine-particle-size technical pentaerythritol. © 6Oct61; KK162063.
246-1. Pentalyn 830, a pale, hard, alcohol-soluble resin. © 7Sep61; KK161268.
259. Metalyn 400, the methyl ester of selected fatty acids. © 21Jul61; KK160968.
261. Phenol. © 6Oct61; KK162062.
263. Acetone. © 27Oct61; KK162682.
264. Methanol. © 10Nov61; KK162820.
715. Herco, a new grade of Hercules pine oil. © 21Jul61; KK160664.
716. Resin NC-11, a noncrystalline and oxidation-resistant resin. © 6Sep61; KK161267.
717. Cellolyn 21, a phthalate ester of technical hydroabietyl alcohol. © 27Oct61; KK162690.
718. Cellolyn 95-80T, an alkyd derived from technical hydroabietyl alcohol. © 27Oct61; KK162692.
719. Cellolyn 102, modified pentaerythritol ester of rosin. © 27Oct61; KK162691.
720. Cellolyn 502-60X, a nondrying alkyd for quality finishes. © 10Nov61; KK162822.
721. Cellolyn 515-60X, nondrying, coconut acid alkyd resin. © 10Nov61; KK162823.
722. Cellolyn 582-60X, a versatile, nondrying alkyd for pale finishes. © 10Nov61; KK162824.
723. Ester gum 8L, the glycerol ester of rosin. © 10Nov61; KK162819.
724. Flexalyn 80M, the diethylene glycol ester of rosin. © 25Oct61; KK162436.
725. Hercolyn, the hydrogenated methyl ester of rosin. © 4Oct61; KK162061.
726. Lewisol 28, a maleic-modified glycerol ester of rosin. © 25Oct61; KK162435.
727. Neolyn 223, a resinous plasticizer for vinyls. © 27Oct61; KK162689.
729. Pentalyn B56, a resinous polybasic acid-pentaerythritol semiester. © 26Oct61; KK162684.
730. Pentalyn 833, phenolic-modified pentaerythritol ester of rosin. © 10Nov61; KK162821.
731. Pentalyn 856, a hard, pale, alcohol-soluble resin. © 25Oct61; KK162694.
732. Pentalyn C, a pentaerythritol ester of polymerized rosin. © 26Oct61; KK162686.
733. Pentalyn H, the pentaerythritol ester of hydrogenated rosin. © 26Oct61; KK162685.
734. Pentalyn X, a maleic-modified pentaerythritol ester of rosin. © 26Oct61; KK162683.
735. Petrex 7-75T, an alkyd resin of a terpene polybasic acid. © 27Oct61; KK162695.
736. Petrex SS-70A, an alkyd derived from a polybasic terpene resin. © 27Oct61; KK162688.
737. Poly-pale ester 1, the ethylene glycol ester of polymerized rosin. © 25Oct61; KK162693.
738. Staybelite ester 3, the triethylene glycol ester of hydrogenated rosin. © 27Oct61; KK162687.
739. Staybelite ester 10 and 5, glycerol esters of hydrogenated rosin. © 4Oct61; KK162064.
740. Vinsol ester gum, the glycerol ester of vinsol resin. © 25Oct61; KK162697.
741. Pentalyn 255, an alcohol-soluble, ammonia-dispersible resin. © 26Oct61; KK162696.
Toxaphene. (Hercules agricultural chemicals) Appl. author: F. E. Schmitt, Jr.
No.
604. Armyworm. © 10May61; KK162991.
605. Cutworms. © 12May61; KK162989.
606. The fall armyworm. © 31May61; KK162990.
604. The armyworm. © 29May61; KK160001.
605. Cutworms. © 29May61; KK160000.
606. The fall armyworm. © 29May61; KK159999.
607. Grasshoppers. © 29May61; KK159998.
608. Lygus bugs. © 29May61; KK159997.
609. The potato leafhopper. © 29May61; KK159996.
607. Grasshoppers. © 29May61; KK162993.
608. Lygus bugs. © 29May61; KK162992.
609. The potato leafhopper. © 2Jun61; KK162994.

HERITAGE WAX.
Heritage Wax, from the honeybee. Net weight 1 lb. © Kenneth M. & Denise N. Sasson d.b.a. Heritage Wax; 27Sep61; KK162681.

HERSCHEL (R.) MANUFACTURING CO. ©
Cutting parts. Quick reference chart ... to fit popular farm mowers. © 23Sep61; KK161679.

HERZ, RALPH.
La Belle Creole. SEE Hannau Color Productions.

HEUBLEIN (G. F.) & BRO. ©
Let Bristol's famous wine merchants select your sherries. Harvey's Bristol Cream & cocktail sherry. [Men drawing wine from casks] (In Impact, May 1, 1961) © 1May61; KK160026.
Let Bristol's famous wine merchants select your sherries. Harvey's Bristol Cream & cocktail sherry. [Men loading casks on ship] (In Impact, May 1, 1961) © 1May61; KK160027.

HEUBLEIN, INC. ©
Bell's, the Scotch the Scots drink. (In The New York times, Oct. 18, 1961, p.58) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 18Oct61; KK162585.
Mr. Retailer: Get on the bandwagon. New, low price of Heublein cocktails sends sales soaring. (In Indiana beverage life, July 1961, p.7) Appl. author: L. C. Gumbinner Advertisng Agency. © 1Jul61; KK160508.
What this country needs is a good ready-to-pour Martini. It's here! Cocktails. Orson Bean, noted come-

HEUBLEIN, INC.-Con.

dian, plays the bored and happy husband. (In Boston globe, Oct. 3, 1961, p.28) Appl. author: L. C. Gumbinner Advertising Agency. © 3Oct61; KK162075.

What this season needs is a good 25¢ cocktail. Jack Carter. (In Daily news, New York, Dec. 5, 1961, p.26) Appl. author: L. C. Gumbinner Advertising Agency. © 5Dec61; KK162983.

What this country needs is a good 25-cent Manhattan. It's here! Cocktails. Tammy Grimes, noted actress, plays the bored and happy wife. (In The Hartford courant, Oct. 10, 1961, p.5) Appl. author: L. C. Gumbinner Advertising Agency. © 10Oct61; KK162076.

What this country needs is a good 25¢ martini. Orson Bean. (In Life, Sept. 1, 1961, p.3 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 30Aug61; KK161367.

What this country needs is a good 25¢ martini. Orson Bean. (In Liquor store, Aug. 1961, p.37) Appl. author: L. C. Gumbinner Advertising Agency. © 1Aug61; KK160855.

What this country needs is a good 25¢ martini. Orson Bean. (In New York daily news, Oct. 3, 1961, p.12) Appl. author: L. C. Gumbinner Advertising Agency. © 3Oct61; KK161637.

HEUBLEIN, INC. L. RELSKY & CIE. SEE Relsky (L.) & Cie.

HEUBLEIN, INC. STE. PIERRE SMIRNOFF FLS. SEE Smirnoff (Ste. Pierre) Fls.

HICKOK. SEE Hickok Manufacturing Co.

HICKOK MANUFACTURING CO. ©

Initial interest from Hickok, Yorktown Americana collection. (In Esquire, Dec. 1961, p.58-59) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 16Nov61; KK162985.

Old fashioned harness leather. Martingale. (In New York times magazine, Sept. 17, 1961, p.20) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 17Sep61; KK161993.

Tie tacks by Hickok; Kobe cultured pearls and mother-or-pearl for men who want to be confidently dressed. (In Chicago Sunday tribune, Apr. 23, 1961, men's wear previews section, p.15) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © Hickok Mfg. Co. k.a. Hickok; 23Apr61; KK161048.

HIGHFIELD, JOHN W.

Building fallout shelters. (Circular no.100) © 22Nov61; KK162933.

HIGHFIELD, JOHN W. SEE Gardian Fallout Shelters.

HILLS BROS. COFFEE, INC. ©

The Hills family invites your family to enjoy this extra rich coffee. (In The Journal and courier, Lafayette, Ind., Nov. 8, 1961, p.24) Appl. author: N. W. Ayer & Son, Inc. © 8Nov61; KK163288.

My family is delighted that the Hills family invited us to try their wonderful coffee. (In The Journal and courier, Lafayette, Ind., Nov. 20, 1961, p.16) Appl. author: N. W. Ayer & Son, Inc. © 20Nov61; KK163290.

Not new. Never varies, never changes, never anything but extra rich and deeply satisfying. (In The Indianapolis news, Sept. 21, 1961, p.26) Appl. author: N. W. Ayer & Son, Inc. © 21Sep61; KK162642.

The richest coffee flavor your cup can hold begins with coffee beans seasoned in the sun. (In The Indianapolis news, Oct. 12, 1961, p.20) Appl. author: N. W. Ayer & Son, Inc. © 12Oct61; KK162601.

Serve him this coffee and you can even burn his toast a little. (In The Minneapolis star, Oct. 11, 1961, p.20C) Appl. author: N. W. Ayer & Son, Inc. © 11Oct61; KK163287.

This coffee takes the edge off a rude awakening. (In The Minneapolis star, Sept. 27, 1961, p.5B) Appl. author: N. W. Ayer & Son, Inc. © 27Sep61; KK163286.

We accepted the Hills family invitation to try their coffee and it's delicious. (In The Journal and courier, Lafayette, Ind., Nov. 15, 1961, p.32) Appl. author: N. W. Ayer & Son, Inc. © 15Nov61; KK163289.

Which combination makes the good cup of coffee? (In Los Angeles mirror, Apr. 27, 1961, pt.3, p.2) Appl. author: N. W. Ayer & Son, Inc. © 27Apr61; KK160791.

HIRSH (S. A.) MANUFACTURING CO. ©

Be sure to see Hirsh for new ideas, new profit makers. The sensational new work & hobby bench; promotional steel shelving. Appl. author: David Shulman. © 5Jul61; KK160121.

Drawer slide, assembly instructions. Appl. author: David Shulman. © 7Jul61; KK160320.

Lowest prices ever, new two-way Shelv-It-All steel storage units. Appl. author: David Shulman. © 24May61; KK160161.

New, all steel frame work & hobby bench and accessories. Prices, specifications and general information. Appl. author: David Shulman. © 7Jul61; KK160319.

Sale, Shelv-It-All 6 ft. steel storage unit by Hirsh. Appl. author: David Schulman. © 23Oct61; KK162623.

HO, EDWARD K. ©

Hawaiian luau dinner. Contents: Roast pork. © 5Sep61; KK161258.

HOAGUE-SPRAGUE CORP. ©

Strid-Ez Flex-ies, by Sylvania. © 29May61; KK160440.

HOFFMASTER CO., INC. ©

Treasure trove. Appl. author: Jack Saunders. © 29May61; KK161681.

HOLLAND WIRE PRODUCTS, INC. ©

The Contract, built with a Holland Maid innerspring. © 1Jul61; KK160821.

Sleep base, the new concept in well supported sleep. © 25Aug61; KK161069.

HOME-SPUN RECORDS.

Let's make it a promise. © Jerry Gastineau, Royal Bebb & Earl McBee d.b.a. Home-Spun Records (in notice: Jerry, Royal & Mac); 15Jul61; KK162626.

HOOSAC MILLS CORP. BERNHARD ULMANN CO. SEE Ulmann (Bernhard) Co.

HOPKINS CHEMICALS, INC. ©

Make this overnight test, bathe away dulling film, pimples and blackheads; Fountain-Facial. (In The Washington daily news, July 20, 1961, p.40) Appl. author: George Roman. © 20Jul61; KK160708.

HOPP PRESS, INC. ©

The selling power of price-marking. (In Chain store age, Oct. 1959, p.2) © 30Sep59; KK161436.

HOPPE (FRANK A.) INC. ©

Nitro powder solvent, no.9. Contents approx. 2 fl. ozs. © 15May61; KK160401.

HORIZON PROMOTIONS. ©

Battleship. Hours of fun for admirals from 8 to 80. Appl. author: Martin T. Langan. © 26Jul61; KK160929.

HORTICULTURAL RESEARCH CORP. ©

HRC electric portable greenhouse. Appl. author: Allan H. Willinger. © 23Nov61; KK163193.

HOUSE FOR MEN, INC. ©

Blue Spark Bay Lime cologne. No.402. 4 fl. oz. Appl. author: Port Studios. © 15Aug61; KK161200.

HOUSE OF PERFECTION, INC. ©

Amazing at only 2.99, little or no-iron all-year-'round shirtwaist dress with roll-up sleeves and convertible collar by Florida Fashions. Select from beautiful assorted prints. © 1Aug61; KK163268, 163271.

Amazing at only 2.99, little or no-iron all-year-'round shirtwaist dress with roll-up sleeves and convertible collar by Florida Fashions. Select from beautiful assorted solid colors. © 1Aug61; KK163267, 163269-163270.

Sweet 'n Neat brunch coat. Extra large. © 1Dec59 (in notice: 1960); KK163273.

Sweet 'n Neat embossed dream duster. Medium. © 1Jan60; KK163276.

Sweet 'n Neat embossed dream duster. Small. © 1Jan60; KK163468.

Sweet 'n Neat home flatterer. Large. © 1Jan60; KK163277.

Sweet 'n Neat magic-fit coat dress. Small. © 1Jan61 (in notice: 1960); KK163275.

Sweet 'n Neat magic-fit dress. Medium. © 1Aug61; KK163469.

Sweet 'n Neat magic-fit uniform. Small. © 1Aug61; KK163272.

Sweet 'n Neat Paris pinafore. Small. © 1Jan61 (in notice: 1960); KK163274.

Sweet 'n Neat wrap-and-tie dress. Large. © 1Aug61; KK163470.

Wunda-Wrap brunch coat. Large. © 1Dec59 (in notice: 1960); KK163266.

HOUSE OF VERDE, INC.

Autumn garden. Appl. author: Lillian Green. © Verde, accepted alternative designation of House of Verde, Inc.; 16Oct61; KK163065.

HUB MAIL ADVERTISING SERVICE, INC.

Seating arrangements: Fenway Park ... Symphony Hall. New England's largest printing and direct mail plant. © Hub Mail, accepted alternative designation of Hub Mail Advertising Service, Inc.; 15Jul61; KK160661.

HUDGEONS, THOMAS E., JR. SEE Hudgeons E-Z Products.

HUDGEONS, THOMAS E., SR. SEE Hudgeons E-Z Products.

HUDGEONS E-Z PRODUCTS.

Brand new, neat, quick, easy to use, the greatest item in coin collecting history. E-Z seal coin holder. (In Coin world, June 16, 1961, p.29) © Thomas E. Hudgeons, Sr. & Thomas E. Hudgeons, Jr. d.b.a. Hudgeons E-Z Products; 14Jun61; KK161045.

HUDNUT, RICHARD. ©

Du Barry Color Glo, the first waterproof hair coloring rinse. (In Look, Sept. 1, 1959, p.3) © 1Sep59; KK162476.

HUDSON (H. D.) MANUFACTURING CO. ©

Hudson power sprayers help you garden the easy, economical way. Comando. (In House & garden, May 1961, p.195) © 25Apr61; KK163390.

I feed 5,000 pullets in 22 minutes every third day with Profi-Matic [says] Roy Swanson, Plymouth, Ind. © 22Feb61; KK163420.

I feed 9,000 poults in less than 20 minutes a day with Profi-Matic [says] Vincent E. Dunlay, Osage, Iowa. © 22Feb61; KK163416.

I feed 10,000 broilers and save 3-1/2 hours work each day with Profi-Matic [says] Mrs. Carl Werner, Boulder, Colorado. © 22Feb61; KK163421.

Ideas from Hudson to help you live outside and love it. 3-gal. Climax sprayer. (In Canadian homes, June 1961, p.56) © 25May61; KK163389.

Important year 'round aids to clean and more profitable farming. Peerless power sprayers. (In Successful farming, Apr. 1961, p.159) © 21Mar61; KK163414.

Important year 'round aids to clean and more profitable farming. Peerless power sprayers.... Roto-Power rotary duster. (In The Progressive farmer, Apr. 1961, p.85) © 20Mar61; KK163391.

New income producer from Hudson. Sell growing, new outdoor comfort market with Hudson 928 Schefenacker power sprayer-duster. (In Pest control, Mar. 1961, p.6) © 20Feb61; KK163422.

There's profit in sprayer accessories from Hudson. (In Implement & tractor, Apr. 15, 1961, p.18) © 13Apr61; KK163418.

35 lbs. of portable power to cut the cost of pest control. 928 Schefenacker mist-sprayer/duster. (In County agent & Vo-Ag teacher, Apr. 1961, p.29) © 22Mar61; KK163417.

Use your Toro power handle for spraying; it's easy when you add a Hudson spray unit. (In Popular gardening, Apr. 1961, p.24) © 23Mar61; KK163419.

HUDSON EQUIPMENT CO. ©

Big value QuipCo trailer sprayer. © 27Nov60; KK163415.

HUFFMAN KNITTING MILLS, INC. ©

Flatternit fashion right shades. These smart new shades are keyed to harmonize with costume and shoe colors. © 1Oct61; KK163182.

HUNT (C. E.) & CO. ©

For neatness, convenience, efficiency in filing and storing valuable records, it's Hunt's String Tie binders. Style A. Prices effective as of June 1, 1961. Appl. author: Arthur W. Sedlack. © 25Aug61; KK161257.

HUPP CORP. GIBSON REFRIGERATOR SALES CORP. SEE Gibson Refrigerator Sales Corp.

HUTCHINS CO., INC. ©

Big 4 scavenger pipes; gives an exhaust tone like never heard before. (Illustrated catalog sheet for scavenger pipes) Appl. author: W. L. Hutchins. © 1Jun61; KK159864.

M-X-O headers. CH-6 Chev. (Illustrated catalog sheet for M-X-O headers) Appl. author: W. L. Hutchins. © 1Jun61; KK159863.

Sneaker plugs. Stock number SP-2. (Illustrated catalog sheet for sneaker plugs) Appl. author: W. L. Hutchins. © 1Jun61; KK159865.

Tubular extensions. 32 numbers; 4 styles. Appl. author: W. L. Hutchins. © 1Jun61; KK159862.

Tubular extensions. 32 numbers; 4 styles. (Illustrated catalog sheet for tubular extensions) Appl. author: W. L. Hutchins. © 1Jun61; KK159862.

HYMAN BROS. ©

Mr. Button is coming to Boston. (In The Chelsea record, July 28, 1961, p.2) © 28Jul61; KK160512.

I

I. L. C. SEE International Latex Corp.

INCO. SEE International Nickel Co., Inc.

IPCO SAFETY PRODUCTS CO. INDUSTRIAL PRODUCTS CO. SEE Industrial Products Co.

ISI. SEE Iowa State Industries.

IDEAL BRUSHES, INC. ©

Artone spray finishes. Net weight 1 pound. © 30Sep61; KK161743.

Color jet spray finishes. Net weight 1 pound. © 30Sep61; KK161742.

A finest quality Ideal paint product. Contents one gallon U.S. measure. © 30Sep61; KK161744.

Magic snow flakes, spray-on snow. Jumbo size can, net weight 13 oz. © 30Sep61; KK161741.

Quality Ideal brushes, paint brush sale. Display box. © 30Sep61; KK161811.

IDEAL INDUSTRIES, INC. ©

New, Yellow 77 wire pulling compound. Sec. 2, p.2A-2B. Appl. author: Stoetzel & Associates, Inc. © 10Mar61; KK159873.

IDEAL TOY CORP. ©

Jolly Junior; a squeaky, squeezy pull toy. Animal wagon. © 13Dec60; KK161099.

Marvel Metal elephant. Authentic plastic assembly kit. (ITC model craft, no.3855:198) © 12Dec60; KK161982.

Marvel Metal giraffe. Authentic plastic assembly kit. (ITC model craft, no.3854:198) © 12Dec60; KK161983.

Marvel Metal gorilla. Authentic plastic assembly kit. (ITC model craft, no.3856:198) © 12Dec60; KK161981.

Marvel Metal lion. Authentic plastic assembly kit. (ITC model craft, no.3851:169) © 12Dec60; KK161986.

Marvel Metal rhinoceros. Authentic plastic assembly kit. (ITC model craft, no.3853:198) © 12Dec60; KK161984.

Marvel Metal tiger. Authentic plastic assembly kit. (ITC model craft, no.3852:169) © 12Dec60; KK161985.

Mr. Mixit. Mechanical mixer. For fruit drinks, malts, shakers, chocolate milk. © 12Jan61; KK161162.

Monkey Stix Terrytoons. No.3186. © 13Oct60; KK159944.

IMAGINEERING, THE ART & SCIENCE OF IMAGINATION.

Created by Imagineering, the Art & Science of Imagination. © George W. Wilfong d.b.a. Imagineering, the Art & Science of Imagination; 1Nov61; KK163088.

IMPACT ADVERTISING. ©

Cavalcade of carpet straight from Mohawk carpet mills, world's largest. Appl. author: Gross-Hatch Advertising. © 7Jul61; KK160077.

IMPERIAL. ©

For learning feet, take your child to Imperial, one of Hudson County's most complete baby shoe center. (In Jersey journal, June 6, 1961, p.12) © 6Jun61; KK160267.

IMPERIAL INTERNATIONAL CORP. CUTLERS GUILD, LTD. SEE Cutlers Guild, Ltd.

INCLINATOR CO. OF AMERICA. ©

Stop climbing stairs forever. Appl. author: Foltz-Wessinger, Inc. © 18Nov61; KK162769.

INDUSTRIAL POWER & EQUIPMENT CO. ©

For quick, positive electric cable connections, Rubber-Clad industrial heavy duty electric cable connectors. Bulletin 202. Appl. author: James McKee Garroway. Appl. states prev. reg. Dec. 1950, KK56415. NM: compilation, revision & additions. © 17Jun61; KK159843.

INDUSTRIAL PRODUCTS CO.

Protective, corrective eyewear; frame styles. © Industrial Products Co., whose subsidiary is Ipco Safety Products Co.; 10May61; KK160033.

INDUSTRIAL TECHNOLOGICAL ASSOCIATES, INC. ©

A brief report on the capabilities & facilities of Industrial Technological Associates, Inc. © 1Jun61; KK160782.

INJECTION MOLDERS SUPPLY CO., INC. ©

Injection Molders handy reference chart; amperage conversion table. Appl. author: A. Reynolds Morse. © 13Apr61; KK159948.

Injection Molders handy reference chart; grams into ounces conversion chart. Appl. author: A. Reynolds Morse. © 13Apr61; KK159947.

Silicone Mist, mold lubricant. Net wt. 20 oz. when packed. © 16Oct61; KK162521.

INLAND HOMES CORP. ©

Advertising and sales promotion manual for the Buccaneer and other Inland Homes series. © 25Sep61; KK162620.

Buccaneer mobile assembly instructions. Big family living at low cost. © 25Sep61; KK162056.

Buccaneer photos & floor plans. © 23Oct61; KK163345.

Come in and inspect the Buccaneer, a home value that defies comparison. (Model home location sign) © 25Sep61; KK162488.

47 million prospects for Inland's newest low-cost home. The Buccaneer. (In American builder, Nov. 1961, p.6) © 7Nov61; KK162502.

Grand opening. The Citadel. © 8Aug61; KK160824.

Here are your Buccaneer promotional materials. © 25Sep61; KK162486.

Join the fastest selling team today; introducing Inland's newest low-cost home, priced to sell the $10,500 market. The Buccaneer. (In Practical builder, Oct. 1961, p.30-31) © 10Oct61; KK161716.

Mustang plan 36'4" x 26'4". Plan A. Rodulfo Realty. © 28Jul61; KK161171.

On your horizon, the Buccaneer. Follow signs to model homes. © 25Sep61; KK162672.

Pennant instruction sheet. © 25Sep61; KK162487.

Suggested model home landscaping and lighting plan for the Buccaneer. © 25Sep61; KK162057.

INSTITUTE OF TEXTILE TECHNOLOGY, CHARLOTTESVILLE, VA.

Card Room Training Conference notes. © Institute of Textile Technology; 22Aug61; KK162490.

Card Room Training Conference problem. Mohawk Mills, plant no.3, 8, 16. 3 v. © Institute of Textile Technology; 22Aug61; KK162492, 162489, 162491.

INTERNATIONAL LATEX CORP. ©

Babies agree the new Playtex Nurser is the perfect Christmas gift for shim. P-2018. © 25Oct61; KK163453.

INTERNATIONAL LATEX CORP.-Con.

For a limited time only, Playtex will pay you $1.00 to try any Playtex Living bra featuring Stretch-Ever elastic. Playtex Living bra with new cotton-dacron cups. © 18Jun61; KK161289.

For a limited time only, Playtex will pay you $1.00 to try any Playtex Living bra featuring Stretch-Ever elastic. Playtex Living bra with nylon cups. © 18Jun61; KK161282.

For a limited time only, Playtex will pay you $1.00 to try any Playtex Living bra featuring Stretch-Ever elastic. [Two women] © 14Oct61; KK163251.

For a limited time only, Playtex will pay you $1.00 to try any Playtex Living bra featuring Stretch-Ever elastic. [Woman with arms raised] © 14Oct61; KK163250.

For a limited time only, Playtex will pay you $1.00 to try any Playtex Living bra now made with Stretch-Ever elastic. Counter card. © 18Jun61; KK161299.

For heavenly summer comfort, the all-new Playtex Living bra with Stretch-Ever elastic. © 20May61; KK161275.

For summertime glamour go strapless in comfort. Playtex Magic-Cling bra. © 6Apr61; KK161759.

Free, an extra right hand Playtex Living glove given with the purchase of a pair. © 7Jul61; KK162286.

Free Playtex Living gloves, reg. 1.39, when you buy a Golden Playtex girdle or panty girdle. © 1Oct61; KK163259.

Free Playtex Living gloves reg. $1.39, when you buy a golden Playtex girdle or panty girdle. (Streamer, P-7172) © 1Oct61; KK162259.

Free, Playtex Living gloves, reg. $1.39, when you buy any Playtex Living bra featuring Stretch-Ever elastic. (Counter card P-8197) © 22Oct61; KK163452.

Free, we give you a free Playtex bra, reg. 2.50, when you buy a new Golden Playtex. © 1Oct61; KK163264.

Free, we give you a free Playtex Bra reg. 2.50 when you buy a new Golden Playtex girdle or panty girdle. (Streamer P-7161) © 1Oct61; KK162208.

Free, you get free Playtex Living gloves, reg. 1.39, when you buy a Golden Playtex girdle or panty girdle. © 1Oct61; KK163261.

Have Dryper, will travel. Playtex Dryper disposable diapers. © 21May61; KK161276.

It's a great new longline bra. Playtex Magic-Cling longline. © 29Oct61; KK163448.

Life with baby on daddy's vacation; it's a happier life with Playtex Dryper disposable diapers. (In Life, June 30, 1961, p.58) Appl. author: Reach, McClinton & Co., Inc. © 28Jun61; KK159938.

New cool comfort in a new panty girdle; new Golden Playtex. It's soft sheer cloth inside. © 7May61; KK161762.

New, golden Playtex zipper panty girdle. © 7May61; KK161294.

New, new panty girdle banishes thigh bulge. Golden Playtex with soft sheer cloth inside. © 1Oct61; KK162202.

New, new panty girdle banishes thigh bulge, new Golden Playtex. Look, longer legs. © 1Oct61; KK163252.

New, new panty girdle banishes thigh bulge, new Golden Playtex. [Woman wearing dress with flaired skirt] © 1Oct61; KK163253.

New, new panty girdle banishes thigh bulge, new Golden Playtex. [Woman wearing girdle holding bunch of flowers] © 1Oct61; KK163263.

New, new panty girdle banishes thigh bulge, new Golden Playtex with soft sheer cloth inside. © 1Oct61; KK163254.

New panty girdle banishes thigh bulge. Golden Playtex with soft sheer cloth inside. © 1Oct61; KK162203.

New, Playtex Living Bra with Stretch-Ever Spandex elastic, made without rubber. © 18Sep61; KK162207.

New summertime comfort, it's soft sheer cloth inside; new golden Playtex panty girdle. © 29May61; KK161281.

New summertime comfort, new Golden Playtex. It's soft sheer cloth inside. New panty girdle. [Two girdles, clothed woman with arms outstretched] Streamer. © 7May61; KK161761.

New summertime comfort, new Golden Playtex. Panty girdle and girdle with 7-way stretch. [Two girdles; woman in flowered gown] © 7May61; KK161758.

New summertime comfort, new Golden Playtex. Panty girdle and girdle with 7-way stretch. [Woman in girdle, holding butterfly on finger] © 7May61; KK161760.

New summertime comfort; new golden Playtex girdle. [Girl wearing dress with flowing skirt] © 21May61; KK161286.

New summertime comfort; new golden Playtex girdle. [Girl wearing girdle] © 21May61; KK161288.

New summertime comfort; new golden Playtex, the girdle you see on TV. Streamer. © 21May61; KK161279.

93.7% of all women in the U. S. will see and hear this story this month. Playtex Living Bra. (Booklet P-8196) © 1Oct61; KK162205.

Now, all new Playtex Magic Controller with soft sheer cloth inside. [Two girdles; woman in cocktail sheath & hat, woman in street attire with hat & umbrella] © 1Oct61; KK162209.

Now, all new Playtex Magic Controller with soft sheer cloth inside. [Two girdles; woman in full cocktail dress] © 1Oct61; KK162206.

Now America's most popular girdle has a soft, sheer cloth lining; new Playtex Magic Controller. Here's real news. © 1Oct61; KK163257.

Now America's most popular girdle has a soft, sheer cloth lining; new Playtex Magic Controller. This new cloth lining has millions of tiny air fluffed fibers. © 1Oct61; KK163256.

Now, get Playtex control with new cloth-lined comfort. New Golden Playtex Leisure panty. © 1Oct61; KK162204.

Now, get Playtex control with new cloth-lined comfort. New Golden Playtex Leisure panty. [Girdle; 4 women in various types of informal attire] © 1Oct61; KK162210.

Now, save $1.50 on a $2.50 Playtex bra when you buy a pair of Playtex Living gloves. Streamer. © 7Jul61; KK161277.

Now, summertime is Playtex time because there's a soft cool cotton lining in Playtex panty briefs. © 21May61; KK161287.

Now, wear it as a panty girdle, wear it as a panty brief; all-new Golden Playtex leisure panty. © 1Oct61; KK163260.

Playtex baby pants and bibs. Top card. © 7Jul61; KK161297.

Playtex co-sponsors ... selling golden Playtex girdles with this commercial. P-7177. © 25Oct61; KK163449.

Playtex hand-saver gloves. Selling sheet. © 5Jul61; KK161285.

The Playtex nurser, better for baby, easier for mother. © 7Jul61; KK161293.

Playtex sale; 2.50 bras 2 for 3.99, save 1.01. Playtex Magic-Cling bra. © 13Aug61; KK161754.

Playtex strapless bra. Style 182. © 28Apr60; KK161295.

Reach, bend, stretch; Playtex Magic-Cling longline. (Streamer P-8205) © 29Oct61; KK163447.

The revolutionary discovery that simulates breast feeding, dramatically reduces spitting up and colic. Playtex Nurser. (In California medicine, Apr. 1961, p.20-21) © 1Apr61; KK159963.

Sale. Playtex Magic-Cling bra. Streamer. © 13Aug61; KK161283.

Sale, Playtex girdles with 7-way stretch. Magic controller. [Two girdles, clothed female] © 27Aug61; KK161756.

Sale, Playtex girdles with seven-way stretch. Mold 'n Hold zipper girdle. [Two girdles] © 27Aug61; KK161753.

Sale, Playtex girdles with 7-way stretch. Mold 'n Hold zipper girdle. [Woman in girdle] © 27Aug61; KK161757.

Sale, Playtex 2.50 bras, 2 for 3.99, save 1.01. Playtex Magic-Cling bra. © 13Aug61; KK161755.

Store name gives you a Playtex bra, reg. 2.50, free when you buy an all-new Golden Playtex. © 1Oct61; KK163262.

This summer, cool comfort. Playtex Living bra. Streamer. © 22May61; KK161278.

This summer there's heavenly comfort in the all-new Playtex Living bra with Stretch-Ever elastic. © 20May61; KK162287.

We give you a Playtex cotton-Dacron bra, reg. 2.50, free when you buy a Golden Playtex girdle or panty girdle. © 1Oct61; KK163255.

Wear it as a panty girdle, wear it as a panty brief; now, all-new Golden Playtex leisure panty. © 1Oct61; KK163258.

INTERNATIONAL NICKEL CO., INC. ©

Brighter days coming for commuters, with new stainless steel cars, made with Inco nickel. (In Look, Dec. 5, 1961, p.6) © 21Nov61; KK163120.

Designers of dream car choose nickel-chrome plating for lustrous beauty, resistance to rust and wear. (In Look, Oct. 24, 1961, p.133) © 10Oct61; KK162253.

Inco nickel in Glen Canyon Dam will play vital role in water conservation. (In Look, July 4, 1961, p.97) © 20Jun61; KK160095.

Inco probes new super-cold world of cryogenics. (In Forbes, Nov. 15, 1961, p.63) © 12Nov61; KK163121.

Inco provides alloy to safeguard X-15 on hot ride home. (In Forbes, Sept. 15, 1961, p.79) © 12Sep61; KK161406.

Inco research tests metals for 100 mile-an-hour ship. (In Time, July 14, 1961, p.35) © 13Jul61; KK160615.

Make Christmas brighter with the gleam of nickel stainless steel. (In The Saturday evening post, Nov. 21, 1959, p.120) © 17Nov59; KK163347.

Metal mural; Inco nickel. (In Look, Sept. 26, 1961, p.15) © 12Sep61; KK161493.

Stainless steel with Inco nickel in it cleans with a wipe, stays lovely for life. (In New York herald tribune, Apr. 30, 1961, section 2, p.32) © 29Apr61; KK161315.

INTERNATIONAL PAPER CO. ©

Hold this page up to the light; announcing new International Bond. (In Alabama purchasor, Feb. 1961, p.1-2) Appl. author: Ogilvy, Benson & Mather, Inc. © 15Feb61; KK161657.

Hold this page up to the light. Announcing new International Bond. (In Paper & paper products convention daily, Mar. 27, 1961, p.5-6) Appl. author: Ogilvy, Benson & Mather, Inc. NM: revision. © 27Mar61; KK161848.

Salute to the states. July 1961. New Jersey. © 15Jun61; KK159841.

A salute to the states. Aug. 1961. Oregon. © 15Jul61; KK160307.

A salute to the states. Sept. 1961. California. © 15Aug61; KK160762.

A salute to the states. Oct. 1961. Virginia. © 15Sep61; KK161358.

A salute to the States. Nov. 1961. Nebraska. © 15Oct61; KK161928.

Salute to the States. Dec. 1961. New Hampshire. © 15Nov61; KK162784.

Send a man who reads. [Intern reading at desk in hallway of hospital] (In Reader's digest, Apr. 1961, p.34-35) Appl. author: Ogilvy, Benson & Mather, Inc. © 23Mar61; KK160022.

Send me a man who reads. Architect in office. Appl. author: Ogilivy, Benson & Mather, Inc. NM: additions. © 4May61; KK163073.

Send me a man who reads. [Architect seated at drawing board] (In Reader's digest, May 1961, p.34-35) Appl. author: Ogilvy, Benson & Mather, Inc. NM: additions. © 25Apr61; KK162151.

Send me a man who reads. [Student reading in library] (In Fortune, Apr. 1961, p.72-73) Appl. author: Ogilvy, Benson & Mather, Inc. NM: new textual material. © 22Mar61; KK161529.

INTERSTATE ENGINEERING CORP. ©
V-210 designed to save your life; Vanguard single station fire alarm. © 17Feb61; KK159950.

INTERTYPE CO.
Handbook of tape operation. Intertype offers five machines for automatic operation. The Monarch. Appl. author: Carpenter, Matthews & Stewart, Inc. © Intertype Co., a division of Harris-Intertype Corp.; 15Sep61; KK161980.

IONAC CHEMICAL CO. ©
Biocide no.1825. (Technical bulletin, CS-117) © 1Aug61; KK161554.

Briquet system. (Technical bulletin, CS110) © 1Oct61; KK162247.

Corrosion inhibitors for cooling water systems; formula 1195, formula 1495. Technical bulletin CS115. © 1May61; KK160344.

Dry acid cleaner, formula no.1332. (Technical bulletin, CS-112) © 1Oct61; KK162078.

Dry acid dairy descaler formula, no.1333. (Technical bulletin, CS-116) © 1Aug61; KK161555.

Fuel oil conditioners, no.1801. (Technical bulletin, CS-108) © 1Oct61; KK162077.

High efficiency alkalinity-pH depressants, formula no.1331-no.1531. (Technical bulletin, CS-118) © 1Dec61; KK163328.

Neutralizing amines. (Technical bulletin, CS-111) © 1Nov61; KK162361.

Water treatment. Technical bulletin CS113. © 1Feb60; KK159990.

IONAC CO., LTD. ©
Package water softeners; high capacity, all purpose commercial-industrial softeners. © 1Jul61; KK161193.

IOWA STATE INDUSTRIES. ©
Iowa garden. The products packed under this label are carefully planted. © 20Oct61; KK161639.

ISLAND SUN CO.
New, tropical fruit salad. © Emmet J. Purcell d.b.a. Island Sun Co.; 15Oct61; KK163023.

ISODINE PHARMACAL CORP. ©
Hey, kids, win a big league pitching machine for your league or team. Antiseptic. © 11May61; KK162288.

How leading hospital stops sore throat pain fast. New Isodine antiseptic mouthwash-gargle. (In Blum's farmer's & planter's almanac, 1962, p.69) Appl. author: Reach, McClinton & Co., Inc. © 1Nov61; KK162637.

ITKIN BROS., INC. ©
Has anybody here seen Clancy? (In The New York times, Oct. 10, 1961, p.21) Appl. author: Smith/Greenland Co. © 10Oct61; KK161705.

You lease your office space, now lease your office furnishings. (In The New York times, Nov. 15, 1961, p.26) Appl. author: Smith/Greenland Co. © 15Nov61; KK162582.

IT'S-A-DILLY CO. ©
Chinese mustard sauce. Net wt. 5 ozs. © 24Nov61; KK162842.

Like onions? You'll love Texas hot sauce. Net wt. 9 oz. © 24Nov61; KK162841.

Mexican mustard sauce. Net wt. 5 ozs. © 24Nov61; KK162843.

Pleasing hot sauce. Net wt. 7 oz. © 24Nov61; KK163082.

J

J & J. SEE Johnson & Johnson.

J. G. & C. SEE Gross (John) & Co.

JACKSON (J. A.) CORP. ©
Electric terminals for electric wiring of all kinds. Style 5. (Bulletin 2) Appl. author: James A. Jackson. © 1Nov61; KK162710.

JACKSON, JOHN A. SEE Jell Associates.

JACQUEMAN, PATTI. ©
Jepi cartoons. © 14Sep61; KK161352.

JAMESBURY CORP. ©
Double-Seal type DZ Fire Safe ball valves. (In Refinery catalog 1961, 28th ed., p.617-620) Appl. author: George T. Metcalf Co. © 25Jul61; KK161374.

JAMISON MANUFACTURING CO. ©
Bicycle racks. Series J bicycle racks. © 16Nov61; KK163153.

JAY CANDY CO., INC. ©
Jon James quality candy, with you in mind. Net weight one pound. © 27Oct61; KK162795.

JELL ASSOCIATES.
Ice Grip spray on tire traction. Net contents: 14 ounces. © John A. Jackson t.a. Jell Associates; 14Aug61; KK161078.

JERRY, ROYAL & MAC. SEE Home-Spun Records.

JOFFE (J. A.) & CO., INC. ©
Name-Quik personalized labels; instruction sheet. © 27Nov61; KK162876.

Store assembled candy novelties for the fall. Appl. author: Roland D. Jaffe. NM: revisions. © 24May61; KK159939.

JOHN'S, INC. ©
Welcome aboard. Johnny Dewkist special, direct sales express '61. Selection no.13. Appl. author: John Masek, owner. © 14Aug61; KK160820.

JOHNSON, HERBERT N.
Tele cake, for every special occasion. © Herbert N. Johnson & Chester Stork; 1Jun61; KK160058.

JOHNSON & JOHNSON. ©
Baby's world is a special place. (In The Progressive farmer, May 1961, p.81) © 1May61; KK161059.

Cholecystectomy, another important use for Surgicel, absorbable hemostat. (In Archives of surgery, Nov. 1961, p.2 of cover) © 1Nov61; KK162473.

Cholecystectomy; another important use for Surgicel absorbable hemostat. (In Hospital topics, Nov. 1961, p.2 of cover) © 1Nov61; KK163279.

Did your producers gamble away today's pay? Vaculine Rapid-Flo milk filters. (In American milk) © 1May61; KK161052.

Ioprep presurgical antiseptic ... important announcement. (In The A.S.T.A. journal, Sept. 1961, p.124-125) © 1Sep61; KK161764.

New Rapid-Flo Rolstrip filter dispenser. (In The California dairyman, July 15, 1961, p.6) © 15Jul61; KK161054.

Now, money saving Flocron Rolstrip rigid milk filters. (In The California dairyman, Aug. 19, 1961, p.7) © 19Aug61; KK162263.

Packaged for convenience, Johnson & Johnson pre-wrapped, patient-ready dressings offer the same convenience. Lister's J-D heavy dressing pak. (In Hospital management, Sept. 1961, p.60-61) © 1Sep61; KK161057.

Packaged for protection just as the coconut is protected by its husk, Johnson & Johnson sterile dressings are protected by research-designed packaging materials. (In Hospital management) © 1Jul61; KK161053.

Single-use K-Y sterile lubricant. (In Obstetrics and gynecology, 1961, p.76) © 1Sep61; KK161763.

Special offer, mirro copper-tone 11-piece measuring set. Rapid-Flo single gauze faced milk filters. (In The North Texas dairyman, Sept. 1961, p.19) © 1Sep61; KK162262.

JONES, RAYMOND F. ©
Confusor-scorpion popper for black bass. © 2Jun61; KK160376.

JOYNER, D. W. ©
Manor Texas Karioka Kokos. Chocolate covered macaroons. Net weight 12 1/2 ounces. © 21Aug61; KK161142.

K

K.M. CO., INC. SEE King Manufacturing Co., Inc.

K. P. C. CO. SEE Klein Pest Control Co.

KVP SUTHERLAND PAPER CO. ©
Ice cream carton stock design, no.503. One gallon liquid. © 18Jul61; KK160876.

KAHL, VIRGINIA. ©
More about Henri. 609. By Edith Vacheron & Virginia Kahl. Jacket illus. © 27Oct61; KK163343.

KARAGHEUSIAN (A. & M.) INC. ©
All Gulistan carpet is Performance Rated. Appl. author: Will Kaplan Advertising. © 15Apr61; KK159993.

KARAGHEUSIAN (A. & M.) INC.-Con.

Discover the luxury of living with exactly the carpet you want. Gulistan custom carpet. Red & blue rugs. (In Today's living (New York herald tribune) Oct. 8, 1961, p.34) Appl. author: Foote, Cone & Belding. © 7Oct61; KK163434.

Gulistan carpet Performance Rated; now this label protects you when you choose carpet. (In Buffalo courier-express, Apr. 30, 1961, p.81) Appl. author: Will Kaplan Advertising. © 30Apr61; KK160034.

Kiss carpet confusion goodbye. Gulistan carpet. Woman with rug. (In Home magazine (Los Angeles times) Sept. 24, 1961, p.68) Appl. author: Foote, Cone & Belding. © 24Sep61; KK161699.

These big retailers are boosting P. R. in a really big way. Gulistan carpet. (In Modern floor coverings, Aug. 1961, p.26) Appl. author: Foote, Cone & Belding. © 1Aug61; KK162957.

This new label tells you what to expect of the carpet you buy; Gulistan carpet Performance Rated. Appl. author: Will Kaplan Advertising. © 15Apr61; KK159994.

KATHER, ALFRED C. ©

Plastic Fold 'n Carry today, tomorrow. Umbrel-O', style no.1. NM: additions. © 14Sep61; KK161780.

Umbrel-O hat, style no.1. Fold 'n Cary. NM: new matter. © 29Aug61; KK161839.

KATHER, ALFRED C. SEE Fold 'n Cary Co.

KATRYNA, pseud. SEE Stovner, Katherine Heinrich.

KAY ELECTRIC COMPANY. ©

New Kay Mega-Plotter for Smith charts. Catalog no. 2010. © 21Aug61; KK161115.

Pinlites, unique, new microminiature lamp offers engineers wide range of applications. NM: "revised text." © 15May61; KK160260.

KAYNAR CO. ©

Avoid bobby-pinch hair, use Lady Ellen Klippies pin curl clips. (In Everywoman's family circle, July 1959, p.2) © 21Jun59; KK161536.

How can you tell she's going steady? Colour Klippies pin curl clips. (In Seventeen, Aug. 1959, p.86) © 1Aug59; KK161535.

Set your new cloud-soft coif with Lady Ellen Klippies queen size clips. (In Seventeen, Aug. 1959, p.276) © 1Aug59; KK161534.

KEATING OF CHICAGO, INC. ©

Wimco (whirlwind, isothermic, muffled, convection oven) oven. Appl. author: Richard T. Keating. NM: additions. © 28Sep61; KK163084.

KELLING NUT CO. ©

Rum-n-butter toffee peanuts; nut Shelf quality brand. Item no.758. Net wt. 1 lb. © 9May61; KK160075.

KELLOGG CO. ©

The best to you each morning; corn flakes. Hep squaw. (Papoose) (In Life, Aug. 18, 1961, p.12) Appl. author: Leo Burnett Co., Inc. © 16Aug61; KK161194.

The best to you each morning. Corn flakes. Red barn. (In Life, July 7, 1961, p.93) Appl. author: Leo Burnett Co., Inc. © 5Jul61; KK160427.

Boys, girls, join us and all our TV friends in our new fun type club. Official Huck Hound Club special membership offer. Corn flakes. (In Tom & Jerry, Sept. 1961, Dell comic group, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 14Jul61; KK159899.

Buenos dias, you all. Corn flakes. (In Life, June 9, 1961, p.14) Appl. author: Leo Burnett Co., Inc. © 7Jun61; KK159897.

Builds men. Corn flakes. (In Life, Oct. 6, 1961, p.70) Appl. author: Leo Burnett Co., Inc. © 4Oct61; KK162400.

Civilized way to get the vigorous virtues of rice in the raw; Rice Krispies. [Milk pouring from pitcher into bowl of peaches & cereal, peach & spoon] (In Life, May 12, 1961, p.132) Appl. author: Leo Burnett Co., Inc. © 10May61; KK159893.

Civilized way to get the vigorous virtues of rice in the raw. Rice Krispies. Raspberries. (In Life, June 30, 1961, p.17) Appl. author: Leo Burnett Co., Inc. © 28Jun61; KK160425.

The complete protein breakfast that's quick as instant coffee; Special K. [Alarm clock on table with other breakfast foods] (In Better homes & gardens, May 1961, p.84) Appl. author: Leo Burnett Co., Inc. © 20Apr61; KK159892.

The complete protein breakfast that's quick as instant coffee. Special K. (In Better homes & gardens, July 1961, p.72) Appl. author: Leo Burnett Co., Inc. © 20Jun61; KK160424.

Destination: breakfast. Corn flakes. [Little boy pulling wagon by brick wall] (In Life, May 26, 1961, p.70) Appl. author: Leo Burnett Co., Inc. © 24May61; KK159895.

Free Dell comic: Yogi Bear birthday party. Corn flakes. (In Chicago Sunday tribune, Sept. 24, 1961, pt.7, p.5) Appl. author: Leo Burnett Co., Inc. © 23Sep61; KK162477.

Free milk money from Kellogg's, yours when you breakfast on one of these Kellogg favorites. Rice Krispies. (In Life, July 14, 1961, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 12Jul61; KK160426.

Fruit 'n cereal treat; Kellogg's buys the fruit when you buy the cereal. Corn flakes. (In Ladies' home journal, June 1961, p.16-17) Appl. author: Leo Burnett Co., Inc. © 25May61; KK159896.

Gr-r-reat. Sugar frosted flakes. [Tiger holding magnifying glass] (In Life, June 16, 1961, p.34) Appl. author: Leo Burnett Co., Inc. © 14Jun61; KK159898.

Gr-r-r-eat. Sugar frosted flakes. Tiger in the window. (In Life, May 19, 1961, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 17May61; KK159894.

Happy get-together of the youngsters' favorite flavors, cocoa peanut logs. Cocoa Krispies. (In Better homes & gardens, Oct. 1961, p.18) Appl. author: Leo Burnett Co., Inc. © 19Sep61; KK161654.

Hey-hey-hee, it's free on every package of Kellogg's OKs; Yogi's mystery message de-coder. (In Richmond times-dispatch, June 25, 1961, comic section, back page) Appl. author: Leo Burnett Co., Inc. © 25Jun61; KK160428.

Huck Hound will send you 25¢ to prove to yourself again that Kellogg's corn flakes are the best to you each morning. (In Des Moines tribune, May 23, 1961, p.5) Appl. author: Leo Burnett Co., Inc. © 23May61; KK160980.

Invite a tiger to your table. Sugar Frosted Flakes. (In Life, July 21, 1961, p.22) Appl. author: Leo Burnett Co., Inc. © 17Jul61; KK163361.

New kind of bran from Kellogg's; crisp new form, tasty and tender. All-bran buds. (In The Racine journal-times, Sept. 26, 1961, p.12) Appl. author: Leo Burnett Co., Inc. © 26Sep61; KK161653.

New kind of bran from Kellogg's; everything about Kellogg's all-bran buds is new. (In Life, Sept. 22, 1961, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 20Sep61; KK161656.

New kind of bran from Kellogg's; if you need bran, you've never had it so good. All-bran buds. (In Woman's day, Oct. 1961, p.26) Appl. author: Leo Burnett Co., Inc. © 18Sep61; KK161655.

No shortening, no frying, no turning. Corn-crisped chops made with Kellogg's corn flake crumbs. (In Better homes & gardens, Sept. 1961, p.81) Appl. author: Leo Burnett Co., Inc. © 17Aug61; KK161195.

Nobody, not even Kellogg's, has ever been able to make another cereal folks like as well as Kellogg's corn flakes. (In Nassau guardian, Aug. 9, 1961, p.9) Appl. author: Leo Burnett Co., Inc. © 9Aug61; KK162402.

Real dreamy dessert you make in minutes with Kellogg's corn flake crums. Ice cream crunch. (In Better homes & gardens, Aug. 1961, p.92) Appl. author: Leo Burnett Co., Inc. © 18Jul61; KK160423.

Rings that bell at breakfast. Corn flakes. School bus. (In Life, Sept. 15, 1961, p.10) Appl. author: Leo Burnett Co., Inc. © 13Sep61; KK161651.

Save 25¢ when you make marshmallow treats with Kellogg's Rice Krispies. (In Better homes & gardens, Nov. 1961, p.111) Appl. author: Leo Burnett Co., Inc. © 19Oct61; KK162399.

Threshold of a fresh day. Corn flakes. [Doorstep with milk bottle & newspaper] (In Life, Sept. 8, 1961, p.125) Appl. author: Leo Burnett Co., Inc. © 6Sep61; KK161652.

The unusual new cereal with concentrated nutrition for folks who live a full life and want to keep right on doing it. Concentrate. [Middle aged golfer at breakfast] (In Los Angeles examiner, Oct. 9, 1961, section 2, p.5) Appl. author: Leo Burnett Co., Inc. © 8Oct61; KK162398.

The unusual new cereal with concentrated nutrition for folks who want to stay lean and lead a full life. Concentrate. [Middle aged tennis player at breakfast] (In Time, Oct. 13, 1961, p.85) Appl. author: Leo Burnett Co., Inc. © 10Oct61; KK162401.

When the world opens its mouth for breakfast, the cereal most often put in it is Kellogg's. Corn flakes. (In The Nassau daily tribune, July 24, 1961, p.8) © 24Jul61; KK162397.

Yogi Bear milk mug and Huck Hound cereal bowl. OKs. (Mug & bowl) (In Tom & Jerry (Dell comics) Oct. 1961, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 10Aug61; KK160800.

KEL-VITRA LABORATORIES.

Kel-Tone; natural organic concentrate for birds. © C. Chester Williams d.b.a. Kel-Vitra Laboratories; 13Oct61; KK162567.

KEMP (C. M.) MANUFACTURING CO. ©

Fire guards for flammable and combustible line protection. Bulletin no.B-10. Appl. author: Van Sant - Dugdale & Co., Inc. © 1Aug61; KK160516.

KENNER PRODUCTS CO.

Girder & panel hydro-dynamic building set. No.11. Catalogue sheet. © Kenner Products Co., accepted alternative designation of Bromo Mint Co.; 24Jul61; KK163064.

Great line of baby's first playthings. Catalogue sheet. © Kenner Products Co., accepted alternative designation of Bromo Mint Co.; 31Jul61; KK163194.

Now, Kenner presents 3 big give-a-show projectors. No.501. Catalogue sheet. © Kenner Products Co., accepted alternative designation of Bromo Mint Co.; 28Jul61; KK161434.

Play-A-Tune, with 20 plastic tune-players. No.500. Catalogue sheet. © Kenner Products Co., accepted alternative designation of Bromo Mint Co.; 31Jul61; KK162508.

Terrific paint set line. Set no.250. Catalogue sheet. © Kenner Products Co., accepted alternative designation of Bromo Mint Co.; 28Jul61; KK161435.

KENOWER, JOHN R. SEE Casey Co.

KERMIN, HENRY. SEE Kermin Food Products Co.

KERMIN FOOD PRODUCTS CO.
Beef pie. Net wt. 8 oz. Frozen foods. © Henry Kermin d.b.a. Kermin Food Products Co.; 21Mar61; KK162191.

KERN VALLEY PACKING CO. ©
Farm House brand sliced bacon. Net wt. 1 pound. Appl. author: Ronald W. Aspinell. © 7Mar61; KK160431.

KERSKER, INC. ©
The Second National Bank of Warren. Your personal monthly pocket memo. Appl. author: William H. Kersker, Jr. © 17Aug61; KK160858.

KEY GAMES CO. ©
Scrambled Headlines from storyland. A children's party game. 7545. By Saalfield. Authorized ed. © 16Jun61; KK161100.

KEYPORT INDUSTRIES, INC. ©
Symbol. Mansions in the sky, side 1. © 22Jun61; KK160285.

KIEKHAEFER CORP. ©
Mercury outboard skiing fours for cruising and fishing, too; 4-in-line Mercs. (In San Francisco news-call bulletin, Apr. 28, 1961, p.42) Appl. author: Baker/Johnson & Dickinson. © 28Apr61; KK160081.

Mercury outboards choice of water sports champions. Endorsed by Roy Martin. (In Argosy, June 1961, p.10) Appl. author: Baker/Johnson & Dickinson. © 1Jun61; KK160082.

New Formula 2 Quicksilver, outboard motor oil; 3% more lubrication safety. (In The Rudder, June 1961, p.63) Appl. author: Baker/Johnson & Dickinson. © 1Jun61; KK160080.

New from Kiekhaefer, the first stern drive unit that makes sense; MerCruiser, designed especially for legitimate inboard marine engines of 125-200 hp. (In Boating progress, June 1961, p.4 of cover) Appl. author: Baker/Johnson & Dickinson. © 1Jun61; KK160079.

100 hp; the 100 hp Phantom, Mercury's newest for 1962; the most powerful outboard motor ever built. (In Field & stream, Oct. 1961, p.76-77) Appl. author: Rick Sides. © 20Sep61; KK161640.

100 hp; the 100 hp Phantom, Mercury's newest for 1962, the most powerful outboard motor ever built. (In The Boating industry, Oct. 1961, p.116-117) Appl. author: Rick Sides. © 1Oct61; KK162404.

100 HP, the 100 HP Phantom, Mercury's newest for 1962; the most powerful outboard motor ever built, yet no heavier than major competitors' 75 hp outboards. (In The Boston globe, Oct. 11, 1961, p.45) Appl. author: Rick Sides. © 11Oct61; KK163327.

Only on Mercury outboards; quiet, economical jet-prop exhaust. Endorsed by Vicki Van Hook & Chuck Stearns. (In San Francisco examiner, Apr. 28, 1961, p.54) Appl. author: Baker/Johnson & Dickinson. © 28Apr61; KK160083.

What's inside Mercury's surprise package for 1962? ?HP. (In Boating industry, Sept. 1961, p.159) Appl. author: Rick Sides. © 1Sep61; KK162413.

KING ELECTRONICS, INC. ©
Ceramic capacitors. © 14Sep61; KK161338.

KING MANUFACTURING CO., INC. ©
Hooks. 100 BX hooks, for 3 conductor no.10, no.12 and no.14 wire. © 22Jun61; KK162680.

Pipe-hooks, for tubing. Quantity: 100; size 1/2", cat. no.1/2T. © 22Jun61; KK162701.

Snap-on-type straps. EMT onstraps; quantity 100, size 1/2", cat. no. EMT 1. © 22Jun61; KK162828.

KING-SEELEY THERMOS CO. AMERICAN THERMOS PRODUCTS CO. SEE American Thermos Products Co.

KIRCHHOFF (A. C.) & CO. SEE Kirchhoff (August C.) & Co.

KIRCHHOFF (AUGUST C.) & CO. ©
Frenstar roquefort dressing. 8 fl. ozs. © 3Apr61; KK159850.

KIRK (ROBERT) LTD. ©
Touring London in San Francisco. © 26Sep61; KK161775.

KITCHENS OF SARA LEE, INC. ©
Sara Lee all butter chocolate cake. Net wt. 14 oz. © 20Apr60; KK162303.

Sara Lee all butter cinnamon nut coffee cake. Net wt. 11 1/2 oz. © 20Sep58; KK162298.

Sara Lee all butter coffee cake; pecan. Net wt. 14 1/2 oz. © 10Oct57; KK162304.

Sara Lee all butter yellow cake with chocolate fudge icing. Net wt. 14 1/2 oz. © 20Apr60; KK162301.

Sara Lee apple 'n spice all butter cake with toasted hazelnut icing. Net weight 14 oz. © 1Jul61; KK162299.

Sara Lee cream cheese cake. Net wt. 1 lb. 3 oz. © 30Sep57; KK162302.

Sara Lee cream cheese cake for restaurants, clubs, institutions. Net wt. 2 lbs. © 10Jul61; KK162300.

KLEIN PEST CONTROL CO. ©
KK-10 spray. © 27Sep61; KK161953.

ME-50 spray. © 23Oct61; KK162560.

Mite-X; kills clover mites infesting lawns and shrubs. © 15Jun61; KK160055.

Mouse treat, a ready to use mouse killer. © 23Oct61; KK162321.

KNUDSEN CREAMERY CO. OF CALIFORNIA. SEE Knudsen Milk Products Co.

KNUDSEN MILK PRODUCTS CO.
Wheast, a dried concentrate of whey-grown yeast, milk albumin and other milk nutrients. Net wt. 50 lbs. © Knudsen Creamery Co. of California d.b.a. Knudsen Milk Products Co.; 3Aug61; KK161605.

KOEHLER, ALBERT. ©
Rol-Ruler, the faster way to draw lines. Appl. states prev. reg. KK157858. NM: revision & additions. © 1Jun61; KK161182.

KOLB, LAVERN.
Gail b.w Lariat. SEE Lasiewicz, Robert W.

KRAMER, GENE.
Growth and development. SEE Rocky Mountain Metal Products Co.

Love and care. SEE Rocky Mountain Metal Products Co.

The Nuk Sauger program, a promising development for prevention and early care. SEE Rocky Mountain Metal Products Co.

Orders are given to march ahead. SEE Rocky Mountain Metal Products Co.

Some interesting information on the Nuk Sauger market-research program. SEE Rocky Mountain Metal Products Co.

KRIZ, JOSEPH J., JR. ©
Sta-On Bait Co., Green Lake, Wis., knows you will be pleased with the results of this unusual bait. © 15Jul61; KK160232.

KROEHLER MANUFACTURING CO. ©
It's easy to have a beautiful home. Select Kroehler furniture for enduring beauty, comfort and style. [Family in living room] (In Ladies' home journal, Sept. 1961, p.30-31) © 21Aug61; KK161959.

It's easy to have a beautiful home. Smartest buys in fashionable furniture. [Bedroom scene] (In Ladies' home journal, Sept. 1961, p.33) © 21Aug61; KK161960.

It's easy to have a beautiful home. Smartest buys in fashionable furniture. [Living room-dining room scene] (In Ladies' home journal, Sept. 1961, p.35) © 21Aug61; KK161958.

KUBIC, J. C. ©
Rainbo-Rings. © 1Dec61; KK162880.

KURTZON (MORRIS) INC. ©
Karvalum; color anodized aluminum grilles. Catalog. © 15Apr61; KK160470.

KUSWA-FISHER-HOOVER, INC. ©
What you should look for in an advertising agency. © 1Nov61; KK162712.

L

L & F. SEE Lehn & Fink Products Corp. Professional Division.

L. H. C. INC. SEE London Handkerchief Co., Inc.

L. L. CO. SEE Lady Lennox Co.

L. O. F. SEE Libbey-Owens-Ford Glass Co.

L.R.C. SEE Life Research Corp.

LABORATORY ELECTRONICS, INC. SEE Laboratory for Electronics, Inc.

LABORATORY FOR ELECTRONICS, INC. ©
877 controller; Electro-Matic control. Improved control for two-street intersections. (Bulletin C-145) © 6Oct61; KK161948.

Traffic volume indicators models VL-2 and VL-3. (Product notes, no.71) © Laboratory for Electronics, Inc. (in notice: Laboratory Electronics, Inc.); 22Sep61; KK162083.

LADD, R., pseud. SEE Lasiewicz, Robert W.

LADY FAIR, INC. ©
What is Lady Fair? McCormick Place, Chicago; November 18th through 26th, 1961. A public exposition dedicated to the interests of the American woman and her loved ones. Appl.

LADY FAIR, INC.-Con.
author: Albert L. Jenks. © 13Jun61; KK161846.

LADY LENNOX CO. ©
It's your secret if you don't tell, because gray hair stays dyed forever. (In Ebony, Sept. 1961, p.14) © 1Sep61; KK161143.

LAFAYETTE RADIO ELECTRONICS CORP. ©
Four-speed stereo record changer PK-532 installation and operating instructions. Appl. author: Max H. Kranzberg. © 4Oct61; KK161556.
HP-200 CB multitester, for class D only. Appl. author: Max H. Kranzberg. © 28Aug61; KK160969.
Lafayette F-208, radio control receiver. Appl. author: Max H. Kranzberg. © 15Jun61; KK160447.
Lafayette F-704, automatic electronic transitorized Sphygmomanometer operating manual. Appl. author: Max H. Kranzberg. © 26Jun61; KK160446.
Mobile citizens band adaptor. HP-202. Appl. author: Max H. Kranzberg. © 28Aug61; KK161312.

LA LANNE, INC. ©
Jack La Lanne's brown 'n serve rolls. © 31Dec60; KK162478.
Jack La Lanne's high protein bread. No preservatives added. Minimum net wt. 15 oz. © 31Dec60; KK162480.

LAMBDA ELECTRONICS CORP. ©
Power supplies; September 1961. Appl. author: Stephen J. Madden. © 23Aug61; KK161411.

LAMPKIN LABORATORIES, INC. ©
Micrometer frequency meter, type 103-B and type 105-B. (Bulletin no.96193-7.5K) Appl. author: G. F. Lampkin. Appl. states prev. pub. as bulletin no.86073-7.5K. NM: revision of text & photos. © 12Dec61; KK163199.

LANGFELD, BEATRICE. SEE Danby Farm.

LANGFELD, DANIEL. SEE Danby Farm.

LANKY LINKS CO. ©
Lanky Links. Durable plastic; build real life size models. 149 pieces. © 27Jul61; KK160496.
What are Lanky Links? © 27Jul61; KK160497.

LAPSTRAP, INC. ©
Auto safety belt. © 3Oct61; KK163462.

LASIEWICZ, ROBERT W.
Gail b.w Lariat, by The Legends. © R. Ladd, pseud. of Robert W. Lasiewicz, & LaVern Kolb (in notice: An R. Ladd & Kolb production); 13May61; KK162053.

LAUGHLIN (HOMER) CHINA CO.
Pallete ware. © Homer Laughlin, accepted alternative designation of Homer Laughlin China Co.; 11Jul61; KK162935.

LEE (H. D.) CO. ©
The Leesure look: Lee high-sheen tapered slacks. (In Life, Apr. 21, 1961, p.62) Appl. author: Grey Advertising, Inc. © 18Apr61; KK160408.
The Leesure look: Lee lean 'n lustrous tapered slacks. (In Life, June 2, 1961, p.40) Appl. author: Grey Advertising, Inc. © 30May61; KK160409.
The Leesure look: Lee slim 'n trim tapered slacks. (In Esquire, May 1961, p.52) Appl. author: Grey Advertising, Inc. © 18Apr61; KK160411.
The Leesure look: Lee trim and tapered sport shirts. (In Sports illustrated, May 8, 1961, p.59) Appl. author: Grey Advertising, Inc. © 4May61; KK160410.

LEEDS C. P., INC. SEE Leeds Chemical Products, Inc.

LEEDS CHEMICAL PRODUCTS, INC. ©
New blue Wool-O-Lene cold water fluff soap with magic brightener. Net wt. 1 1/2 oz. Appl. authors: Fred Livingston & Michael Willner. NM: additions. © 20Mar61; KK161378.

LEEMING (THOS.) & CO., INC. ©
Buy them now, at your favorite store. It's that new Ben-Gay that's greaseless and stainless. (In Puck, the comic weekly, Oct. 15, 1961, p.5) © 14Oct61; KK162091.

LEHIGH, INC. MIRACLE AUTOMATIC SALES. SEE Miracle Automatic Sales.

LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION.
Don't forget to write for this contamination control kit. (In O.R. nursing, Mar.-Apr. 1961, p.1) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional division (in notice: L & F); 1Mar61; KK162108.
How to use Amphyl & Amphyl spray to attain and maintain strict O. R. asepsis. (In Hospital topics, Oct. 1961, p.65) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F); 1Oct61; KK163147.
Isolation without separation. Tergisyl detergent-disinfectant. (In Hospital management, July 1961, p.15) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F); 15Jul61; KK163148.
Now ready, new easy-to-use spray-on weapon to destroy malodors and fight infection in every area of the nursing home. Amphyl spray. (In Nursing home administrator, July-Aug. 1960, p.24) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F); 20Jul60; KK162106.
Staph newsletter. Series with significant suggestions for controlling cross infection. (In Hospital management) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F)
6. © 15Jun60; KK162107.
7. © 15Aug60; KK163143.
8. © 15Oct60; KK163151.
10. © 15Jan61 (in notice: 1960); KK163146.
11. © 15Apr61; KK163144.
13. © 15Aug61; KK163145.
14. © 15Oct61; KK163149.
Tergisyl/Amphyl spray team to prevent the spread of disease producing organisms. (In The A. S. T. A. journal, Aug. 1961, p.19) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F); 25Aug61; KK163150.

LEISURE OUTING CO. ©
This is the advertising media you've been looking for; a constant reminder your pillow can go anyplace with your customer. Sof-Seat. Appl. author: Virgil L. Fore. © 14Oct61; KK162237.

LEKAS & DRIVAS, INC. ©
Aristocratic brand exoitic old world dessert, Baclava. Net wt. 1 1/2 lbs. © 6Feb61; KK160911.
Aristocratic brand exotic old world dessert, Kataifi. Net wt. 1 lb. 6 oz. © 6Feb61; KK160910.

LENNOX INDUSTRIES, INC. ©
The weatherman who never misses; he's always right, he installs Lennox. Comfort Craftsman. (In Reader's digest, Nov. 1959, p.247) © 20Oct59; KK161645.

LEONARDO PRODUCTION TELEVISION, INC. SEE Leonardo Television Productions, Inc.

LEONARDO TELEVISION PRODUCTIONS, INC.
King Leonardo and his subjects game. For ages 5 to 12. 4104. Milton Bradley Co. © Leonardo Television Productions, Inc. (in notice: Leonardo Production Television, Inc.); 16Dec60; KK160882.

LEONCE, CHARLES. ©
Beauty hints. (In New York herald tribune, Sept. 5, 1961, p.15) © 5Sep61; KK161526.
Beauty tips. Hair stylist. (In The New York times) © 6Jun61; KK161235.

LEONETTI FURNITURE MANUFACTURING CO. ©
Don't throw it away; believe it or not ... $75 in merchandise on the purchase of any living room set. Cohn Bros. (In The Sunday Oregonian, Nov. 19, 1961, p.41) © 19Nov61; KK162787.

LESLIE CREATIONS. ©
Hold 105 records. Room divider record screen. (In Mart magazine, July 1959, p.29) Appl. author: John J. Leslie, Jr. © 1Jul59; KK162448.

LEVER BROS. CO. ©
Free: Scripto Satellite pen and set of personalized informals by Elmira, $2.95 value, by saving Imperial margarine crowns. (In The Columbus dispatch magazine, Nov. 12, 1961, p.40) Appl. author: Foote, Cone & Belding. © 12Nov61; KK162948.
Free Scripto Satellite pen, $1.95 value by saving Imperial margarine crowns. Coupon. (In The Plain dealer Sunday magazine, Nov. 12, 1961, p.43) Appl. author: Foote, Cone & Belding. © 12Nov61; KK162943.
In taste tests shown on TV, they couldn't tell new Imperial from the 70¢ spread. Margarine. Endorsed by Dorothy Lewis & Paul Short. (In Parent's magazine & better homemaking, July 1961, p.14) Appl. author: Foote, Cone & Belding. © 25Jun61; KK160062.
They both taste the same. She tried the Imperial taste test. Margarine. Endorsed by Dorothy Lewis. (In Reader's digest, July 1961, p.24B-24C) Appl. author: Foote, Cone & Belding. © 21Jun61; KK160061.
They melt the same, they taste the same. Imperial margarine. (In The Journal and courier, Lafayette, Ind., Oct. 9, 1961, p.7) Appl. author: Foote, Cone & Belding. © 9Oct61; KK162470.

LEVI, CHARLES. SEE Ries (Iwan) & Co.

LEVI. STANLEY. SEE Ries (Iwan) & Co.

LEVIN, FLOYD. SEE Parvin Manufacturing Co.

LEVIN, SAM W. SEE Parvin Manufacturing Co.

LEWIS ASSOCIATES. ©
It's the how and when that counts in hunting, and in printing ... Gregg-Moore. © 19Sep61; KK162310.

LEWIS MANUFACTURING CO. SEE Liberty Homes.

LIBBEY-OWENS-FORD. SEE Libbey-Owens-Ford Glass Co.

LIBBEY-OWENS-FORD GLASS CO. ©
The fun of shopping in an open world. (In Life, May 19, 1961, p.144) Appl. author: Gilbert H. Williams. © Libbey-Owens-Ford whose full name is Libbey-Owens-Ford Glass Co.; 18May61; KK160329.

IBM builds an open world for creative thinking. (In Architectural record, June 1961, p.236-237) Appl. author: Gilbert H. Williams. © 5Jun61; KK160430.

It's fun to live in an open world seen more clearly through Parallel-O-Plate glass. (In Better homes & gardens, Sept. 1961, p.100) Appl. author: Gilbert H. Williams. © 22Aug61; KK161771.

The joy of learning in an open world. (In Life, Sept. 8, 1961, p.112-113) Appl. author: Delmar B. Jackson. © 7Sep61; KK161380.

The joy of living in an open world; here's who brings you the open world. (In Life, July 14, 1961, p.92-93) Appl. author: Gilbert H. Williams. © Libbey-Owens-Ford, whose full name is Libbey-Owens-Ford Glass Co.; 13Jul61; KK160429.

Mr. Pirazzi and Mr. Stafford still live in an open world. (In Life, Nov. 3, 1961, p.136-137) Appl. author: Robert C. Blumer. © 2Nov61; KK162834.

The most exciting show of all is the open world. (In Life, Dec. 1, 1961, p.29) Appl. author: Robert C. Blumer. © 30Nov61; KK162894.

Welcome to the open world of banking. (In Life, Aug. 11, 1961, p.49) Appl. author: Paul B. Perrine. © Libbey-Owens-Ford whose full name is Libbey-Owens-Ford Glass Co.; 10Aug61; KK161008.

What a beautiful open world today's college students enjoy. (In Life, Oct. 6, 1961, p.133) Appl. author: Robert C. Blumer. © 5Oct61; KK161604.

What a wonderful open world today's travelers enjoy. (In Life, June 16, 1961, p.18) Appl. author: Gilbert H. Williams. © Libbey-Owens-Ford, whose full name is Libbey-Owens-Ford Glass Co.; 15Jun61; KK160600.

LIBERTY HOMES.

Flexibild, a completely new idea in money-saving home ownership. (In Bay City times, Mich., Aug. 20, 1961) Appl. author: Donald Massnick. © Liberty Homes, solely owned by Lewis Manufacturing Co.; 20Aug61; KK161550.

LIEBMANN BREWERIES, INC. ©

All brewers may not agree, but we are convinced. Quality is the extra in Rheingold extra dry. (In Boston evening American, June 15, 1961, p.73) © 15Jun61; KK160281.

By raising the temperature, we could brew our beer much more quickly. Quality is the extra in Rheingold extra dry. (In Boston traveler, June 12, 1961, p.1) © 12Jun61; KK160279.

C'mon in, the Rheingold's fine. [Man floating on inner tube] (In Daily news, New York, July 28, 1961, p.43) Appl. author: Foote, Cone & Belding. © 27Jul61; KK160658.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by William Holden. (In Sunday news, New York, May 28, 1961, coloroto magazine section, p.4 of cover) Appl. author: Foote, Cone & Belding. © 27May61; KK159957.

Der Geschmack wird's verraten: Rheingold hat, was andere nicht haben. Endorsed by Jane Powell. (In Sonntagsblatt Staats-Zeitung und Herold, Aug. 13, 1961, p.14-A) Appl. author: Foote, Cone & Belding. © 13Aug61; KK160653.

Der Geschmack wird's verraten: Rheingold hat, was andere nicht haben. Endorsed by Robert Taylor. (In Sonntagsblatt Staats-Zeitung und Herold, June 4, 1961, p.12-A) Appl. author: Foote, Cone & Belding. © 4Jun61; KK160069.

Der Geschmack wird's verraten: Rheingold hat, was andere nicht haben. Endorsed by Rosalind Russell. (In Sonntagsblatt Staats-Zeitung und Herold, June 11, 1961, p.14-A) Appl. author: Foote, Cone & Belding. © 11Jun61; KK159960.

It costs us more money to add rice to our barley malt. Quality is the extra in Rheingold extra dry. (In Boston daily record, June 12, 1961, p.49) © 12Jun61; KK160283.

It is far simpler to use a single strain of brewing yeast. Quality is the extra in Rheingold extra dry. (In The Boston globe, June 20, 1961, p.1) © 20Jun61; KK160280.

It's up to you to choose Miss Rheingold '62. Miss Rheingold 1962 contestants. (In Sunday news, New York, Aug. 6, 1961, coloroto magazine section, p.10-11) Appl. author: Foote, Cone & Belding. © 5Aug61; KK160659.

It's up to you to choose Miss Rheingold '62. [Six contestants] (In Sunday news, New York, Aug. 6, 1961, magazine section, p.10-11) Appl. author: Foote, Cone & Belding. © 5Aug61; KK162117.

Merry Christmas, Connecticut, and thank you. Rheingold. [Janet Mick, Miss Rheingold 1961, & man under mistletoe by Christmas tree] (In The Connecticut retailers guide, Dec. 1961, p.1) Appl. author: Foote, Cone & Belding. © 1Dec61; KK163443.

Miss Rheingold sagt: Sie erhöhen die Festfreude ... Glas Rheingold bier servieren. Janet Mick, Miss Rheingold 1961, in Bavarian scene. (In Sonntagsblatt Staats-Zeitung und Herald, Nov. 19, 1961, p.A16) Appl. author: Foote, Cone & Belding. © 19Nov61; KK162954.

Miss Rheingold sowie die Direktion. [Janet Mick, Miss Rheingold 1961, holding tray of beer mugs] (In Sonntagsblatt, Staats-Zeitung und Herold, May 14, 1961, p.14-A) Appl. author: Foote, Cone & Belding. NM: new version. © 14May61; KK159974.

Monte Irvin says meet Al Griggs. Rheingold. (In National leader, May 1961, p.3) Appl. author: Foote, Cone & Belding. © 12May61; KK159958.

Monte Irvin says, meet Cam Haynes. Rheingold. (In The National leader, Sept. 18-21, 1961, p.3) Appl. author: Foote, Cone & Belding. © 12Sep61; KK161686.

Monte Irvin says meet Kiah Sayles. (In National leader, June 1961, p.3) Appl. author: Foote, Cone & Belding. © 12Jun61; KK160537.

Ob im Haus oder Verein, es sollte immer Rheingold sein. [Janet Mick, Miss Rheingold 1961, holding tray of beer mugs] (In Staats-Zeitung und Herold, May 7, 1961, p.45) Appl. author: Foote, Cone & Belding. © 7May61; KK159968.

Rheingold salutes a good neighbor, Charles A. Ward, Jr. (In Ebony, June 1961, p.11) Appl. author: Foote, Cone & Belding. © 17Jun61; KK162949.

Rheingold salutes a good neighbor, Hobson R. Reynolds. (In The New Jersey Afro-American, Aug. 19, 1961, p.20) Appl. author: Foote, Cone & Belding. © 16Aug61; KK161698.

Rheingold salutes a good neighbor, Maceo Thomas. (In The Afro-American, N. J., July 15, 1961, p.20) Appl. author: Foote, Cone & Belding. © 12Jul61; KK160540.

Rheingold salutes a good neighbor, Mrs. Reynold E. Burch. (In The Afro-American, N. J., June 17, 1961, p.20) Appl. author: Foote, Cone & Belding. © 14Jun61; KK159961.

Some brewers say a single variety of hops is enough. Quality is the extra in Rheingold extra dry. (In The Boston traveler, June 16, 1961, p.1) © 16Jun61; KK160282.

Today, enjoy the new golden light taste of this great new beer. Rheingold golden bock. Bottle of beer. (In New York daily news, Feb. 16, 1961, p.79) Appl. author: Foote, Cone & Belding. © 15Feb61; KK163433.

Tuesday nights, as you enjoy the Phil Silvers show, enjoy the favorite beer that brings it to you. Rheingold. (In Weekly TV log, Nov. 12, 1961) Appl. author: Foote, Cone & Belding. © 8Nov61; KK163440.

Uberschäumend mit köstlicher Qualität. Rheingold. Glass on tap. (In Sonntagsblatt Staats-Zeitung, May 7, 1961, p.12-A) Appl. author: Foote, Cone & Belding. © 7May61 (in notice: 1959); KK160023.

Warm up your winter sales with Rheingold's new take two promotion. [Janet Mick, Miss Rheingold 1961, featured in various displays] (In New Jersey beverage journal, Feb. 1961, p.35) Appl. author: Foote, Cone & Belding. © 1Feb61; KK163445.

Welcome back to the 46th National Hotel exposition. Rheingold. (In The Hotel industry, Oct.-Nov. 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 17Oct61; KK162944.

Welcome back to the 46th National Hotel Exposition. Rheingold. Hand holding can. (In The Hotel industry, Oct.-Nov. 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Oct61; KK163441.

Who says the customer's always right? Rheingold. [Ports. of Miss Rheingold 1961 contestants] (In The Food merchants advocate, Aug. 1961, p.2) Appl. author: Foote, Cone & Belding. © 1Aug61; KK161695.

Why will you find our extra dry flavor more satisfying? Quality is the extra in Rheingold extra dry. (In The Boston globe, June 15, 1961, p.1) © 15Jun61; KK160284.

Your beer sales tell you, your taste tells you, Rheingold's got what other beers have not. Can & glass of beer. (In Food merchants advocate, July 1961, p.2) Appl. author: Foote, Cone & Belding. © 1Jul61: KK160066.

Your taste tells you, Rheingold's got what other beers have not. Endorsed by Ann Blyth. (In Daily news, New York, July 17, 1961, p.30) Appl. author: Foote, Cone & Belding. © 16Jul61; KK160543.

Your taste tells you, Rheingold's got what other beers have not. Endorsed by Ann Blyth. (In Sunday news, New York, June 11, 1961, coloroto magazine section, p.4 of cover) Appl. author: Foote, Cone & Belding. © 10Jun61; KK159954.

Your taste tells you, Rheingold's got what other beers have not. Endorsed by Dick Powell. (In Newsday, Long Island, N. Y., Aug. 12, 1961, p.4) Appl. author: Foote, Cone & Belding. © 11Aug61; KK161697.

Your taste tells you, Rheingold's got what other beers have not. Endorsed by Janis Paige. (In Daily news, New York, July 10, 1961, p.34) Appl. author: Foote, Cone & Belding. © 9Jul61; KK160545.

Your taste tells you, Rheingold's got what other beers have not. Endorsed by Rosalind Russell. (In Daily news, New York, June 12, 1961, p.38) Appl. author: Foote,

LIEBMANN BREWERIES, INC.-Con.
Cone & Belding. © 11Jun61; KK159953.

Your taste tells you, Rheingold's got what other beers have not. Janet Mick, Miss Rheingold 1961. [Swimming scene] (In Sunday news, New York, July 23, 1961, coloroto magazine section, p.4 of cover) Appl. author: Foote, Cone & Belding. © 22Jul61; KK160660.

Your taste tells you, Rheingold's got what other beers have not. Janet Mick, Miss Rheingold 1961, in clam bake scene. (In New York mirror magazine, June 18, 1961, p.4 of cover) Appl. author: Foote, Cone & Belding. © 17Jun61; KK159956.

Your taste tells you, Rheingold's got what other beers have not. Janet Mick, Miss Rheingold 1961, in marina scene. (In Ridgewood times, June 1, 1961, p.24) Appl. author: Foote, Cone & Belding. © 1Jun61; KK160068.

Your taste tells you, Rheingold's got what other beers have not. Janet Mick, Miss Rheingold 1961, in swimming scene. (In Sunday news, New York, July 23, 1961, coloroto magazine section, p.4 of cover) Appl. author: Foote, Cone & Belding. © 22Jul61; KK160542.

Your taste tell you, Rheingold's got what other beers have not. Janet Mick, Miss Rheingold 1961, in tennis scene. (In Daily news, New York, Sept. 1, 1961, p.51) Appl. author: Foote, Cone & Belding. © 31Aug61; KK161696.

Your taste tells you, Rheingold's got what other beers have not. Janet Mick, Miss Rheingold 1961, in tennis scene. (In Official USLTA championships magazine, June 19-25, 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 19Jun61; KK160067.

Your taste tells you, Rheingold's got what other beers have not. [Man's right arm & beer mug] (In The Evening bulletin, Philadelphia, May 4, 1961, p.13) Appl. author: Foote, Cone & Belding. © 4May61; KK159971.

LIFE NUTRITION, INC. ©

How can any woman look beautiful when she's so darn tired? Free 30-day supply of high-potency Life Nutrition capsules. (In Milwaukee sentinel magazine section, Sept. 17, 1961, p.4 of cover) © 17Sep61; KK162111.

How millions of women help keep their beauty safe. Free 30-day supply of vitamin additive capsules for folks approaching 40. (In Pittsburgh post-gazette Sunday magazine, Sept. 17, 1961, p.4 of cover) NM: text & pictorial matter. © 17Sep61; KK161778.

How much fun can you really take after 40? Vitamin-mineral capsules. (In Pictorial review (Seattle post-intelligencer, July 9, 1961, p.16) © 9Jul61; KK160871.

I'd love to, but I'm so tired. Vitamin-mineral capsules. (In Pictorial review (The Boston advertiser) July 9, 1961, p.16) © 9Jul61; KK160870.

It feels so good to look pretty again. Free 30-day supply of vitamin additive capsules for folks approaching 40. (In Pictorial review (Baltimore American) Sept. 17, 1961, p.4 of cover) © 17Sep61; KK161777.

LIFE RESEARCH CORP. ©

Wey-Rite, a delicious, sustaining, high protein food alternate. Net weight 1 lb. 2 oz. © 5May61; KK161484.

Wey-Rite four individual servings high protein food alternate. Net wt. Wey-Rite 4 oz., flavoring 20CC. © 6Jun61; KK161533.

LIGGETT & MYERS TOBACCO CO. ©

Men of America: hurricane alert. Chesterfield king. (In The Saturday evening post, Sept. 12, 1959, p.73) Appl. author: McCann-Erickson, Inc. © 8Sep59; KK162425.

Men of America: ~~on~~ vacation, New York summer festival. Chesterfield king cigarettes. (In Look, July 7, 1959, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Jul59; KK161833.

Oasis takes you away from the everyday. Oasis, fresh as the calm lagoon, cool as the early moon. (In Life, July 20, 1959, p.45) Appl. author: McCann-Erickson, Inc. © 18Jul59; KK161834.

One menthol cigarette has to taste best and that's Oasis. (In Look, Jan. 19, 1960, p.75) Appl. author: McCann-Erickson, Inc. © 5Jan60; KK163383.

LILY-TULIP CUP CORP. ©

The extra that clinches the sale for you. Standout-ism, the Lily look with buy appeal. (In Business week, Nov. 7, 1959, p.104-105) © 7Nov59; KK160406.

The extra that gives you the selling edge: standout-ism, the Lily-look with buy appeal. (In Business week, Dec. 5, 1959, p.88-89) © 5Dec59; KK163219.

LINCO PRODUCTS CORP. ©

Bonus Bottle Linco bleach. One gallon plus 8 extra ounces. Appl. author: McKinley H. Sauer. NM: revision. © 1Aug61; KK160517.

LIT-NING PRODUCTS CO. ©

Lit-ning strikes, the sales force of Lit-ning quality steel office accessories is on the move. (In Office appliances, May 1961, p.27) Appl. author: David Olen Advertising. © 23Apr61; KK160165.

Meet the people, by Lit-ning, manufacturers of steel office accessories that sell themselves. (In Office appliances, Aug. 1961, p.57) Appl. author: David Olen Advertising. © 23Jul61; KK160832.

Soft sell approach by Lit-Ning, manufacturers of steel office accessories that sell themselves. (In Office appliance, June 1961, p.83) Appl. author: David Olen Advertising. © 23May61; KK160317.

LITTMAN, JULIUS. SEE Sportcraft.

LODGE, MAURICE I. SEE Lodge Manufacturing Co.

LODGE, RUTH. SEE Lodge Manufacturing Co.

LODGE MANUFACTURING CO.

My adding box. (Al-pha-bet educational toys, code no.50) Appl. author: William Retallick. NM: revision. © Maurice I. Lodge & Ruth Lodge d.b.a. Lodge Manufacturing Co.; 16Aug61; KK161065.

My animal quiz. (Al-pha-bet educational quiz, code no. 42) Appl. author: William Retallick. NM: revision. © Maurice I. Lodge & Ruth Lodge d.b.a. Lodge Manufacturing Co.; 16Aug61; KK161063.

My jungle quiz. (Al-pha-bet educational toys, code no. 56) Appl. author: William Retallick. NM: revision. © Maurice I. Lodge & Ruth Lodge d.b.a. Lodge Manufacturing Co.; 16Aug61; KK161062.

My reader. (Al-pha-bet educational toys, code no.54) Appl. author: William Retallick. NM: revision. © Maurice I. Lodge & Ruth Lodge d.b.a. Lodge Manufacturing Co.; 16Aug61; KK161066.

My spelling box. (Al-pha-bet educational toys, code no. 40) Appl. author: William Retallick. NM: revision. © Maurice I. Lodge & Ruth Lodge d.b.a. Lodge Manufacturing Co.; 16Aug61; KK161064.

My spelling box, de luxe. (Al-pha-bet educational toys, code no.41) Appl. author: William Retallick. NM: revision. © Maurice I. Lodge & Ruth Lodge d.b.a. Lodge Manufacturing Co.; 16Aug61; KK161067.

LOFT CANDY CORP. ©

Chocolate marshmallow patty. Net wt. 1 1/4 ozs. © Loft Candy Shops, accepted alternative designation of Loft Candy Corp.; 31Aug61; KK161399.

Chocolate thin mint patty. 1/4 oz. net wgt. © 25Sep61; KK161577.

Countryside candies, a delectable assortment of home style chocolates. 1 pound net wgt. © 31Aug61; KK161398.

The famous Loft's chocolate covered fluffy marsh-mellows. 6 oz. net wgt. © Loft's Candy Shops, accepted alternative designation of Loft Candy Corp.; 5Dec61; KK163242.

The famous Loft's miniature chocolate thin mints. 1/2 pound net wgt. © Loft's Candy Shops, accepted alternative designation of Loft Candy Corp.; 25Sep61; KK161578.

The famous Loft's nut butter crunch. 6 oz. net wgt. © Loft's Candy Shops, accepted alternative designation of Loft Candy Corp.; 31Aug61; KK161579.

Season's greetings. Spray design. © 25Sep61; KK161580.

LOFT'S CANDY SHOPS. SEE Loft Candy Corp.

LOILL PRODUCTS CO.

Loill shave; fabulous shaving aid. Cologne. 2 fluid ounces. Appl. author: Leonard D. Berman. © Loill Products Co. (in notice: Loill Products, division of Finoliv Co.); 17Aug61; KK161664.

LONDON HANDKERCHIEF CO., INC. ©

Your handkerchief, sir. Hand rolled, white. Appl. author: Harry Steinberg. © 4Jan61; KK162276.

LONG MANUFACTURING CO., INC. ©

Presto-Change purse; the magic purse. © 30Aug61; KK161432.

LORD & LADY WINDSOR, INC. ©

A Lord Windsor, the aristocrat of hairpieces; a Lord Windsor is the most flexible hairpiece of them all. © 24May61; KK160269.

LORILLARD (P.) CO. ©

More smokers swing to Spring, Lorillard's air-conditioned cigarette. Spring instant success all over America. (In Chain store age, Oct. 1959, p.140B) © 15Sep59; KK162485.

Now taste what aged tobacco does for a smoke; king size Beech-Nut. (In Peoria journal star, July 10, 1961, p.A-14) Appl. author: Grey Advertising, Inc. © 10Jul61; KK160221.

Refreshes while you smoke; Newport filter cigarettes. Only Newport gives you the soothing coolness of menthol with a refreshing hint of mint. (In Life) © 17Aug61; KK162484.

LOT'A PRODUCTS CO. ©

A handmade necktie from Texas. © 11Feb61; KK159943.

LUCKY LADY COINS, INC. ©

Matching coins. [Display card & coins depicting portions of woman's body on each side of coin] Appl. author: Parnell J. Kelly. © 17Feb56; KK160171.

LUGGAGE DIVISION, SHWAYDER BROS., INC. SEE Shwayder Bros., Inc. Luggage Division.

LUXOR LIGHTING PRODUCTS, INC. ©
Arc-Escent luminaire. Model A-890 Elliptolux wide angle porcelain floodlight for clean and Phosfor-Glo Arc-escent lamps. © 12May61; KK161034.
Old-fashioned charm, modern bulb efficiency; the Lamp-liter. L-611-137. © 18Aug61; KK160922.
Pyrolux Arc-Escent lamps; specifications. NM: revision & additions. © 7Aug61; KK161035.

LYNCH-JAMENTZ CO. ©
E-Z-V deluxe roast rack, the patented lock 'n lift oven rack. Model no.200. © 7Jul61; KK160311.

M

MCC. SEE McCormick & Co., Inc.

MCK & R. SEE McKesson & Robbins, Inc.

M. H. M. CO. SEE Martin (M. H.) Co.

MLMK. SEE Mrs. Leland's Master Kitchens.

MM & B CO. SEE Manheim Manufacturing & Belting Co.

M. M. C. SEE Megs Macaroni Co.

M. P. C. SEE Multiplex Products Co.

M. S. SEE Marsh Stencil.

M. S. SEE Stephens, Mack.

MCADAM, JOHN C. ©
Mag Net Bow. © 2Sep61; KK161079.

MCALLESTER, DAVID P.
Music of the Pueblos, Apache and Navaho. SEE Taylor Museum of the Colorado Springs Fine Arts Center.

MCBEE, EARL. SEE Home-Spun Records.

MCCLOSKEY VARNISH CO. ©
All-American scratch proof floor varnish. One U. S. quart. Appl. author: F. C. Peck. © 1Sep61; KK162297.

MCCORMICK & CO., INC. ©
Baking magic; imitation vanilla extract. 4 fl. ozs. © 27Oct61; KK162920.
Coarse grind black pepper. 6-1/2 ozs. net wt. © 27Oct61; KK162366.
Crushed red peppers. Italian style. 5-1/4 ozs. net wt. © 27Oct61; KK162371.
Dehydrated parsley flakes. 1 oz. net wt. © 27Oct61; KK162367.
Garlic salt. 15 ozs. net wt. © 27Oct61; KK162370.
Inside story, spices and herbs make your stuffing delicious. 2 new recipes show you how. Poultry seasoning. (In Everywoman's family circle, Nov. 1961, p.113) © 18Oct61; KK161990.
Instant minced onion. 7 ozs. net wt. © 27Oct61; KK162369.
Put that gourmet touch in your meals with these exotic gourmet spices by McCormick-Schilling. (In Better homes & gardens, Sept. 1961, p.77) © 22Aug61; KK160920.
Whole oregano. 2-1/4 ozs. net wt. © 27Oct61; KK162368.
You need McCormick-Schilling vanilla and food color to make this great Swiss cherry vanilla torte. (In McCall's, Oct. 1961, p.215) © 21Sep61; KK162483.

MCGOWN (PEARL K.) INC. ©
Dear HooKrafTsman. © 15Sep61; KK162100.

MCGRAW-EDISON CO. ©
Choose Toastmaster appliances and welcome a tradition into your home. © 11Sep59; KK161665.

MCGRAW-EDISON CO. SEE McGraw-Edison Co. Bussmann Manufacturing Division.

MCGRAW-EDISON CO. BUSSMANN MANUFACTURING DIVISION. ©
Buss fuses. Five W20 amp. © McGraw-Edison Co. d.b.a. Bussman Mfg. Division, McGraw-Edison Co.; 27Sep61; K162333.

MCHUTCHISON & CO. ©
Award winning daylilies; enjoy your own flower show all summer. Poster. Appl. author: Sweeney, Krist & Dimm. © 21Aug61; KK161480.
Award winning iris; plant all 6 in your garden. Poster. Appl. author: Sweeney, Krist & Dimm. © 21Aug61; KK161481.

MACKENZIE, GARRY. ©
Here come the dolphins by Alice E. Goudey. Pictures by Garry MacKenzie. Jacket illus. © 10Oct61; KK162659.

MCKESSON & ROBBINS, INC. ©
First vodka cocktails in cans. Newport quickies. [Cans & glasses] (In Tampa tribune, Oct. 4, 1961, p.14-A) © 4Oct61; KK161890.
First vodka cocktails in cans. Newport quickies. [Three cans] (In Pensacola journal, Oct. 5, 1961, p.2B) © 5Oct61; KK161889.
Fond of things Italiano? Try a sip of Galliano. Liqueur. (In Sports illustrated, Sept. 11, 1961, p.10) © 7Sep61; KK161891.
Gentlemen, shall I light the lamp? Listen for the words light the lamp in fine bars and restaurants. Lamplighter imported gin. (In World telegram & sun, June 1, 1961, p.6) © 1Jun61; KK160182.
Gentlemen, shall I light the lamp? To be sure of a great martini every time, say light the lamp. Lamplighter imported gin. (In New York herald tribune, June 8, 1961, p.8) © 8Jun61; KK160181.
Make mine Martin's, the only all extra quality scotch. (In The New York times, Aug. 9, 1961, p.37) © 9Aug61; KK160729.
Make mine Martin's, the only all extra quality Scotch. (In The New Yorker, Nov. 4, 1961, p.124) © 2Nov61; KK162650.
Make mine Martin's, the only all extra quality Scotch. It's on the label and in the bottle. (In Newsweek, Nov. 27, 1961, p.57) © 22Nov61; KK163211.
More and more people are saying: Make mine Martin's. The reason is right on the label, and in the bottle. V.V.O. brand blended Scotch whiskey. (In Beverage media, Nov. 1961, p.124) © 25Oct61; KK162649.
The one queen all the world acknowledges: Highland Queen Scotch whisky. (In Esquire, Dec. 1959, p.99) © 15Nov59; KK162940.

MCNALLY PITTSBURG MANUFACTURING CORP. ©
Profile. Bulletin 161. NM: additions. © 1Jun61; KK160263.

MACOMBER'S, INC. ©
Apple cider. 6-8-oz. bottles. © 24Aug61; KK162504.
Apple juice. 6-8-oz. bottles. © 6Sep61; KK162503.
Pure sweet apple cider. Net contents 8 fl. oz. © 8Jun61; KK160059.

MCQUAY-NORRIS MANUFACTURING CO. ©
Piston rings, engine bearings, only McQuay-Norris makes both. The Blue Box Line. (In Motor service, July 1961, p.6-7) Appl. author: D'Arcy Advertising Co. © 15Jul61; KK160220.

Tec session, sponsored by --- Date, time, place. © 11Dec61; KK163122.

MAGLA PRODUCTS.
Plastic Wool pot n' pan scrubber. No.35. © Herbert Glatt d.b.a. Magla Products; 10Jul61; KK160712.

MAGNETIC DEVICES, INC. ©
Test sets and accessories for use with MDI polarized relays. Appl. author: Osborne I. Price, Jr. © 21Sep61; KK161393.

MAGNOLIA ARTS.
Notes from the South. Notepaper. © Kathleen Gore Chandler d.b.a. Magnolia Arts; 26May61; KK161036.

MAID-EASY CLEANSING PRODUCTS CORP. ©
CSR coffee stain remover, for all types of coffee makers. Net weight 12 oz. Appl. author: William M. Stein. Appl. states prev. reg. 1Nov53, KK92373, & 15Aug56, KK119054. NM: revision. © 20Oct61; KK162186.

MAIDENFORM, INC. ©
Bonnie Cashin's dreams begin with a Maidenform girdle. Variation. (In Seventeen, May 1961, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1May61; KK161040.
Dear Buyer: Your Maidenform business will see a 10% increase if you're never out of these 3 never out bras. Chansonette, Sweet Music, Arabesque. (In Corset & underwear review, Jan. 1961, p.56) Appl. author: Norman, Craig & Kummel, Inc. © 27Dec60 (in notice: 1961); KK161038.
Donald Brooks' dreams begin with a Maidenform girdle. (In Ladies' home journal, Feb. 1961) Appl. author: Norman, Craig & Kummel, Inc. © 20Jan61; KK160605.
Estevez' dreams begin with a Maidenform girdle. Luis Estevez, noted American designer whose head-to-toe collections include shoes & jewelry. (In Vogue, Oct. 1, 1960, p.73) Appl. author: Norman, Craig & Kummel, Inc. © 1Oct60; KK162595.
Expecting a baby? Maternity girdle. (In My baby, Mar. 1961, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 8Feb61; KK160604.
I dreamed I walked a tightrope in my Maidenform bra. (In Mademoiselle, Feb. 1961, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 29Jan61; KK160725.
I dreamed I was a knockout in my Maidenform bra. (In True story, Feb. 1961, p.23) Appl. author: Norman, Craig & Kummel, Inc. © 4Jan61; KK161531.
I dreamed I was a siren in my Maidenform bra. (In Seventeen, June 1961, p.20) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun61; KK160766.
Look what Maidenform has dreamed up now, dream suits. (In Harper's bazaar, Apr. 1961, p.10) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr61; KK161153.
Look what Maidenform has dreamed up now, dream suits. (In Miami herald, Apr. 12, 1961, p.4-B) Appl. author: Norman, Craig & Kummel, Inc. © 12Apr61; KK160707.

MAIL-WELL. SEE Mail-Well Envelope Co.

MAIL-WELL ENVELOPE CO.
J. W. Copeland Yards, retail lumber and building materials. © Mail-Well, accepted alternative designation of Mail-Well Envelope Co.; 30Nov59; KK162323.

MAINE. DEPT. OF AGRICULTURE.
Plant Maine certified seed potatoes. (In Bangor daily news) © Maine Dept. of Agriculture; 4Apr61; KK160776.

MAINE CEMENT PRODUCTS CO.
No project too large, none too small. © Maine Cement Products Co., division of Mecaw Industries; 28Apr61; KK160989.

MAJOR CASKET CO. ©
Zinc coated Armco paintgrip steel. Appl. author: Leslie Gruber. © 28Jun61; KK162080.

MANDIST, INC. VISCO PRODUCTS DIVISION. ©
Dubl-Chek automatic astragal. Visco price list no.61-D. Effective June 1, 1961. © 29Sep61; KK162255.

MANHEIM MANUFACTURING & BELTING CO. ©
Roller chain cover. Appl. author: Foltz-Wessinger, Inc. © 10Nov61; KK162768.

MANKIN, R. S. ©
Your adjustable railing and column installation instruction sheet. © 13Sep61; KK161360.

MANUFACTURERS' COUNCIL OF NEW BRITAIN. ©
The fable of the happiness machine. (In New Britain herald, Dec. 12, 1961, p.3) © 12Dec61; KK163206.

5.2 billion dollars' worth of competition from overseas in the year 1960. (In New Britain herald, Nov. 14, 1961, p.3) NM: revisions. © 14Nov61; KK162793.

Productivity, key to America's high wages. (In New Britain herald, Nov. 28, 1961, p.3) © 28Nov61; KK162921.

The sound that starts cash registers ringing. The security and prosperity of New Britain depend on industry. (In New Britain herald, Sept. 5, 1961, p.3) © 5Sep61; KK161740.

What is a fair profit for industry? (In New Britain herald, June 6, 1961, p.3) © 6Jun61: KK160222.

MANUSZAK, EDWARD J. ©
Polinnaise old fashioned Polish dressing. 10 oz. liquid. © 23Jun61; KK161379.

MAPLE GROVE, INC. ©
Maple Cabin candies. New Hampshire's covered bridges; Winchester, New Hampshire. Net weight nine ounces. © 14Aug61; KK160748.

Maple Cabin candies. Vermont covered bridges; Lyndon, Vermont. Net weight nine ounces. © 14Aug61; KK160747.

MARATHON.
French Broad vanilla ice cream. One half gallon liquid. (Standard design series no.T-3600) © Marathon, a division of American Can Co.; 1Aug61; KK161242.

Scoop sherbet and ice cream. One half gallon liquid. Appl. author: Herb Stanske. © Marathon, division of American Can Co.; 10May61; KK160432.

MARCAL PAPER MILLS, INC. ©
50 cold cups; fit any standard dispenser; 5 ounce size. © 23Jun60; KK162928.

New flip-top box; 48 7-oz. cold cups. © 1Jul60; KK162927.

25 cold drink cups, 9 ounce size. © 11Sep61; KK162929.

24 hot drink cups, 9 ounce size, with handle. © 1Jul61; KK162926.

MARCUS, LOUIS. ©
Fall-Christmas display guide, 1961. © 27Jun61; KK160442.

MARGHAB (EMILE) INC. ©
Carrots and peas by Marghab. © 8Aug61; KK160897.

Classic key by Marghab. A Mr. and Mrs. gift. © 8Aug61; KK160895.

Cocktails by Marghab. The key. © 8Aug61; KK160893.

Daisies by Marghab, gay new set for trays. © 8Aug61; KK160894.

Fleur-de-lis by Marghab. © 8Aug61; KK160896.

Handkerchiefs by Marghab. A Mr. and Mrs. gift. © 8Aug61; KK160887.

Handkerchiefs by Marghab. Fleur-de-lis. © 8Aug61; KK160888.

The ivy by Marghab. © 8Aug61; KK160892.

Leaves by Marghab. © 8Aug61; KK160886.

Molded corner by Marghab. © 8Aug61; KK160889.

Various articles by Marghab. The bow. © 8Aug61; KK160890.

The wheat by Marghab. © 8Aug61; KK160891.

MARIHUGH, TAMRA LEA. ©
Tammy Marihugh paper dolls, costumes and scissors. 715. By Saalfield. Authorized ed. © 29Jun61; KK161022.

Tammy's super slate. 8816. By Saalfield. Authorized ed. © 7Jun61; KK161021.

MARITZ, INC. ©
Pleasure holidays. Catalog of travel awards. © 31Mar61; KK162311.

MARKEL (L. FRANK) & SONS. ©
Hygrade AC-761 acrylic in the spotlight. © 15Nov61; KK162646.

MARKET FORGE CO. ©
Mark-Line steam cooking batteries. Effective date Sept. 1, 1961. © 3Oct61; KK161596.

Stainless steel hospital work stations. Nourishment and ice station. © 14Sep61; KK161440.

MARLAN CO. ©
Lickity-Split, new frozen novelty sensation. Bulletin LS-1. © 30Jun61; KK160400.

Mister Popskee base; orange. Net wt. 1 lb. © 21Aug61; KK161051.

Wild cherry Ice Queen base. Net wt. 1 lb. © 12Sep61; KK161310.

MARLAND, FREDRIC. SEE F. M. Products.

MARPRO, INC. ACCURATE RENU CLUTCH DIVISION. SEE Accurate Renu Clutch Division.

MARSH STENCIL. ©
M-3 felt point pen. Item no.BL-M-3. © 3Aug61; KK162588.

99 heavy duty felt-tip marker. Item no.BL-99. © 3Aug61; KK162590.

P-9 felt points for Marsh 77 & M-3 pens. Item no.BL-P-9. One dozen. © 3Aug61; KK162589.

77 felt point pen. No.1 set. Item no.BL-77-1. © 3Aug61; KK162587.

MARTIN (M. H.) CO. ©
This language laboratory control center provides every practical nexus. Harken lingua-lab console. Appl. author: M. H. Martin. © 23Jun61; KK160518.

MASAL CO. ©
Boy's wrist watch; moving hands. Appl. author: Max Saalheimer. © 14Dec61; KK163198.

Kiddie's party watch; both hands move. Have fun and play, learn time the easy way. Appl. author: Max Saalheimer. © 14Dec61; KK163197.

Kiddie's party watch; moving hands. Appl. author: Max Saalheimer. © 14Dec61; KK163195.

Ticksie-Timer; both hands move. Appl. author: Max Saalheimer. © 14Dec61; KK163196.

MASSON (PAUL) VINEYARDS. ©
Tonight could be the night; in four convenient sizes. Champagne. (In Sunset, Nov. 1959, p.159) Appl. author: Weiner & Goassage. © 1Nov59; KK160710.

Tonight could be the night; keep the champagne in the ice box. (In Sunset, Dec. 1, 1959, p.131) Appl. author: Weiner & Gossage. © 1Dec59; KK163461.

MASTER METAL PRODUCTS, INC. ©
Masterware; improve your sales picture, use the tested sales power of this distinctive premium ware. Sanette. (In Premium practice, July 1959, p.30) © 1Jul59; KK162568.

Masterware helps get the order; big pull items make sales come easy. Canette. (In Premium practice, Oct. 1959, p.77) © 1Oct59; KK162569.

MASTER PRODUCTS CO. ©
Springtime sale days. Save on stencil 'n ink special. NM: additions. © 14Apr61; KK160609.

26th anniversary sale; savings galore on mimeo supplies. NM: additions. © 26May61; KK160608.

MASTERFORM MANUFACTURING CO. ©
Color tab filing with the Tab Master kit. © 14Jul61; KK160343.

MATSUSHITA ELECTRIC CORP. OF AMERICA. ©
The sound heard round the world: Panasonic radios, tape recorders. T-13, tiny shirt pocket portable with big sound. (In Life, Dec. 1, 1961, p.26) Appl. author: William D. Cayton. © 29Nov61; KK162942.

MATTEL, INC. ©
Chatty cathy, the talking doll. Stock no.682. © 18Jan60 (in notice: 1959); KK161650.

MATTHEWS (JAMES J.) INC. ©
Tops Drive-Inn. © 20Apr60; KK161181.

MAX, MARVIN J. SEE Max Co.

MAX, MRS. MARVIN J. SEE Max Co.

MAX CO.
Max. © Max Co., a partnership of Mr. & Mrs. Marvin J. Max; 2Jul61; KK161164.

MEAD JOHNSON & CO. ©
Natalins tablets. Last menses began; term. © 19Jan61 (in notice: 1960); KK160898.

Nearly identical to mother's milk in nutritional breadth and balance, new infant formula Enfamil. (In Medical tribune, Sept. 11, 1961) Appl. author: Robert E. Wilson, Inc. © 1Sep61; KK163020.

New infant formula nearly identical to mother's milk in nutritional breadth and balance, Enfamil. (In Medical economics, Sept. 11, 1961) Appl. author: Robert E. Wilson, Inc. © 1Sep61; KK163019.

Nutrament, for everyone who skips or skimps on meals. Housewives who say, "Packing for a trip left no time for breakfast". (In Saturday evening post, July 29, 1961, p.37) © Edward Dalton Co., division of Mead Johnson & Co. (in notice: Mead Johnson & Co.); 25Jul61; KK161528.

Nutrament, for everyone who skips or skimps on meals. When active workers say, "Emergency repairs meant no time for lunch". (In Reader's digest, Aug. 1961, p.204C) © Edward Dalton Co., division of Mead Johnson & Co. (in notice: Mead Johnson & Co.); 21Jul61; KK161527.

MEAD JOHNSON & CO. EDWARD DALTON CO. SEE Dalton (Edward) Co.

MEARL CORP. ©
Murano colors; microscopic interference films. © 15Nov61; KK163486.

MECAW INDUSTRIES. MAINE CEMENT PRODUCTS CO. SEE Maine Cement Products Co.

MEDICO MUSIC. SEE Medico Music Co.

MEDICO MUSIC CO.
Capa records. Capa Master Recording Company. Appl. author: James A. Whiting. © Medico Music Co. (in notice: Medico Music); 17Jul61; KK160189.

MEGS MACARONI CO. ©
Pennsylvania Dutch brand, Bott Boi egg noodles. Net wt. 12 ozs. Appl. author: Dixon & Parcels Associates. © 28Sep61; KK163134.
Pennsylvania Dutch brand Egg Alphabets. Net wt. 8 ounces. Appl. author: Dixon & Parcels Associates, Inc. © 20Oct61; KK162829.
Pennsylvania Dutch brand Egg Bows. Net wt. 12 ozs. Appl. author: Dixon & Parcels Associates, Inc. © 9Oct61; KK162830.
Pennsylvania Dutch brand elbow macaroni. Net wt. 1 lb. Appl. author: J. Roy Parcels. © 23Aug61; KK161322.
Pennsylvania Dutch brand, Kluski egg noodles. Net wt. 8 ozs. Appl. author: Dixon & Parcels Associates. © 28Sep61; KK163135.

MELNOR INDUSTRIES, INC. ©
Fixes any hose in seconds; new Multi-Fit Couplings. No.56S. © 14Sep61; KK161250.
Lawn sprinklers and gardening aids, 1962. © 17Aug61; KK161108.
Melnor '62. The sprinkler with the brain. © 1Oct61; KK161957.
New H$_2$Off Water Timer, the automatic shut-off for any sprinkler. No.100. © 14Sep61; KK161254.
Newest Aqua Gun; low price Aqua Gun. No.405C. © 14Sep61; KK161251.
Traveling sprinkler for spacious lawn areas; brand new from Melnor, the traveling Roll 'N Reel. No.3000. © 14Sep61; KK161253.
Waters all these lawn shapes. Turret sprinkler. No.675. © 14Sep61; KK161252.

MEMORY-IMPROVEMENT INSTITUTE. ©
Memo-minder, the modern reminder for pocket or purse. Appl. author: George H. Freiwald. © 31Jul61; KK160481.

MEMORY ROSE PRODUCERS. ©
Memory Rose and Select Barre memorials. Designs of the month. Appl. author: Walter H. Stowell. Design no.
208-209. © 5Jul61; KK162272.
210-211. © 5Aug61; KK162273.
212-213. © 5Jun61; KK162274.
216-217. © 5Oct61; KK162275.

MENLEY & JAMES LABORATORIES. ©
The capsule that thinks. Contac. Capsule story. (In Reader's digest, Nov. 1961, p.204-207) Appl. author: Foote, Cone & Belding. © 21Oct61; KK163249.
Here's a full day's relief from head cold congestion. This is Contac. Small pill. (In The New York times, Nov. 6, 1961, p.41) Appl. author: Foote, Cone & Belding. © 5Nov61; KK162952.
Now after 14 years ... new Contac, all day decongestant capsules give up to 8 hours more relief than any leading cold pill. [Capsule under magnifying glass] (In Daily news, New York, Oct. 16, 1961, p.31) Appl. author: Foote, Cone & Belding. © 15Oct61; KK162468.

MERCANTILE NATIONAL BANK. SEE Mercantile National Bank of Chicago.

MERCANTILE NATIONAL BANK OF CHICAGO.
Chicago's finest auto banking facilities and free inside parking. (In Chicago daily tribune, July 7, 1961, p.8) Appl. author: Hanson & Stevens, Inc. © Mercantile National Bank of Chicago (in notice: Mercantile National Bank); 7Jul61; KK160324.

MERCK & CO., INC. ©
The genius corner, the revolution in figures. (In Analytical chemistry, May 1961, p.31A) Appl. author: Charles W. Hoyt Co., Inc. © 22Apr61; KK160159.
Merck has all four forms of silicon in production quantities. (In Electronics, Aug. 7, 1959, p.123) © 7Aug59; KK162306.

MERRIAM (G. & C.) CO. ©
Good English, a must for success in high school and college. Merriam-Webster dictionary. (In Reader's digest, Sept. 1961, p.33) © 24Aug61; KK161165.
Merriam-Webster announces a completely new, unabridged dictionary that brings you today's language in a fresh, new, exciting way; Webster's third new international dictionary. (In Time, Oct. 6, 1961, p.3) © 3Oct61; KK161600.
Webster's third new international dictionary, unabridged. Jacket. © 31Aug61; KK161641.
You can spend more but you can't give more than the gift of words, a Merriam-Webster. (In Life, Nov. 17, 1961, p.24) © 15Nov61; KK162836.

MERRILL LYNCH, PIERCE, FENNER & SMITH, INC. ©
How we work. Employees handbook, 1961. © 30Aug61; KK161842.

METALS & CONTROLS, INC. ©
General Plate electrical contacts, ball welded assemblies. © 20Mar61; KK162428.
Motor controls; instructions for parts selection and assembly. Klixon. Service shop on-winding protector, automatic reset, Star Line series, SL-3. © 16Jan61; KK162363.

METROPOLITAN LIFE INSURANCE CO. ©
Christmas 1959. Christmas, the word itself brings to mind some warm and wonderful memories. (In Forbes, Dec. 15, 1959, p.27) Appl. author: Young & Rubican, Inc. © 12Dec59; KK163071.

MEYER, ANNA J. ©
For health reasons, you should make quilts yourself. Do-it-yourself-kit. © 25Aug61; KK160995.

MICHEL'S DESIGNS, INC. ©
Alsace. Designed by Charles Gross. © 15Apr61; KK163491.
Blossom pavilion ... an enchanting mural, lends itself to various rooms or wall decor. Designed by Charles Gross. © 15Apr61; KK163489.
Blossom talk, blossom walk. This gay and poetic scenic was inspired by stylized Japanese technique and textures. Designed by Charles Gross. © 15Apr61; KK163488.
Corinthian. Classic figures and architecture inspired this unusual mural. Designed by Charles Gross. © 15Apr61; KK163493.
Kyushu. A refreshing and airy feeling ... is evident in these delicate panels. Designed by Charles Gross. © 15Apr61; KK163490.
Newport. A charming early American design that can be used with colonial as well as modern decor. Designed by Charles Gross. © 15Apr61; KK163492.

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Daisy brand eggs. Des. E 905. One dozen. (Shell eggs and daisies) © 27Jul61; KK160925.
Dennis poultry farm eggs. Des. E 910. One dozen. (Fried eggs and mosaic) © 10Apr61; KK160924.
Farmer Boy eggs. Des. E 913. One dozen. (Eggs and pail) © 19Jul61; KK160926.
Great Scott eggs. Des. E 1004. One dozen. (Egg basket and fruit) © 17Aug61; KK160927.
Pick-n-Pay fresh white beauty eggs. Design E 914. One dozen. (Eggs in basket) © 31May61; KK159852.
Shop-Rite eggs. Des. E 1006. One dozen. (Fried eggs and knotty pine) © 17Aug61; KK160928.

MICHIGAN CHEMICAL CORP. ©
Applications for rare earth oxides and metals. Appl. author: Aves Advertising, Inc. © 26Oct61; KK163382.
Most complete source for MgO. (In New York journal of commerce, June 8, 1961, p.4A) Appl. author: Aves Advertising, Inc. © 8Jun61; KK161229.
New, powerful concentrate provides superior control of all common pool algae. Algimaster. (In Swimming pool data & reference annual, 1961, p.305) Appl. author: Aves Advertising, Inc. © 1Jun61; KK161845.
Now order rare earth materials in finished forms. (In Nucleonics, June 1961, p.87) Appl. author: Aves Advertising, Inc. © 24Jun61; KK161672.
Try new Algimaster; gives outstanding algae control. (In Swimming pool weekly, June 26, 1961, p.14) Appl. author: Aves Advertising, Inc. © 26Jun61; KK160441.
Use hydrobromic acid. Anhydrous, 48%, 62%. (In Chemical week, Aug. 19, 1961, p.95) Appl. author: Aves Advertising, Inc. © 19Aug61; KK161844.

MILLAR, MACKAY, HOECK & HARTUNG, INC. ©
First annual mammoth Mayflower Talking Cow contest. Think like a cow and win moo-la. 86 cash prizes totaling $3,123.50. (In The Oregonian, Oct. 23, 1961, p.8) © 23Oct61; KK162411.

MILLER BREWING CO. ©
Same good taste everywhere; enjoy life with Miller High Life. Pheasant hunt; food. (In Sports illustrated, Oct. 16, 1961, p.55) Appl. author: C. A. Mathisson. © 12Oct61; KK161906.

MILLER TILT-TOP TRAILER, INC. ©
Dealer price information. Price sheet no.44D. Appl. author: Kuswa, Fisher, Hoover, Inc. © 1Sep61; KK162312.
Why waste effort and time hauling rigs the hard way. Form no.B5045. Appl. author: Kuswa, Fisher, Hoover, Inc. © 1Sep61; KK162313

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Coquette. No.190. Appl. author: Harry Mills. © 20Sep61; KK161430.
Corset comfort with foam rubber Boneze cushions. Style no.40. Appl. author: Harry Mills. © 1Dec61; KK162980.
Fascinator. No.160. Appl. author: Harry Mills. © 20Sep61; KK161431.
Foam rubber Belteze personal belt. Helanca nylon super stretch elastic. Appl. author: Harry Mills. © 6Nov61; KK162497.
Shoulder comfort with Airfoam, by Goodyear; Sholdeze cushions. Style no.38. Appl. author: Harry Mills. © 2Oct61; KK161706.

MILLS PRODUCTS CORP.-Con.

Shoulder comfort with Airfoam by Goodyear Sholdeze cushions. Style no.38. Appl. author: Harry Mills. © 1Dec61; KK162981.

Sta-Neet make-up cape. Appl. author: Harry Mills. © 23Oct61; KK161988.

MILPRINT, INC. ©

Evangeline Maid enriched party chef bread. Net wt. 14 oz. © 8Jul59; KK160392.

MINNEAPOLIS STAR & TRIBUNE CO. ©

The new face of the upper midwest. Harmon Killebrew. (In The Wall Street journal, New York, Apr. 20, 1961, p.24) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Apr61; KK160650.

The new face of the Upper Midwest. Kimberly Kay Kirkland. (In Sales management, July 7, 1961, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Jul61; KK163165.

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What makes a newspaper great? George Grim & Earl Seubert. (In Sales management, June 2, 1961, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Jun61; KK160652.

What makes a newspaper great? Richard Kleeman. (In Sales management, Aug. 4, 1961, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Aug61; KK163164.

What makes a newspaper great? Robert Hewett. (In Sales management, Oct. 8, 1961, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Oct61; KK163162.

MINNESOTA MINING & MANUFACTURING CO.

Cool idea; salvage tired out plastic pools with Scotch brand plastic tape. (In The Saturday evening post, June 24, 1961, p.56) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice 3M Co.); 10Jun61: KK160090.

Don't play with dust, pick it up with Scotch brand dusting fabric. (In The Saturday evening post, June 10, 1961, p.103) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 6Jun61; KK160255.

Feather-light 3M adhesives help take pounds off today's metalworking products. (In Materials in design engineering, Apr. 1961, p.26) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 7Apr61; KK160588.

5¢ worth of Scotch brand plastic tape saves leaky $5 hose. (In The Saturday evening post, June 10, 1961, p.103) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 6Jun61; KK160256.

Freedom; new design concepts take off with 3M brand adhesive products. (In Product engineering, June 26, 1961, p.12) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 22Jun61; KK160590.

Look, mommy, two rolls for just 49¢. Scotch brand transparent tape. (In This week magazine, May 21, 1961, p.12) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 21May61; KK160259.

Sasheen magic: bright, 2-way profit idea. Speed-make your own Christmas bows for gift-wrap, for resale. (In Chain store age, July 1961, p.20-21) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 7Jul61; KK162197.

Sasheen magic; pompons, star bows, two-tones and more, with the turn of a handle. (In Notion & novelty review, Aug. 1961, p.58-59) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Jul61; KK161248.

Sasheen magic; put these ribbons on your must see list before you buy for your Christmas gift wrap service. (In Notion & novelty review, May 1961, profit parade section, p.32-33) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Apr61; KK163080.

Sasheen magic can put both pride and profit into your Christmas gift wrapping service. (In Stores, July-Aug. 1961, p.42-43) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 12Jul61; KK161247.

Sasheen magic creates sales sorcery with new Silvermist and Classic Line ribbons. (In Department store economist, July 1961, p.66-67) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 30Jun61; KK161249.

Scotch brand tape makes kids happy. (In Look, June 6, 1961, p.50) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 23May61; KK160258.

Scotch brand tape makes things stay put. (In Look, June 20, 1961, p.53) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 6Jun61; KK160257.

Scotchgard brand stain repeller. Hand tag. © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Jul61; KK160587.

Seal taste in T-bones with Scotch brand freezer tape. (In Post, June 24, 1961, p.56) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 10Jun61; KK160091.

Strength, lightness, thrift, design; get them all with 3M adhesives. (In Product engineering, July 17, 1961, p.35) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 11Jul61; KK160823.

Thrift; save three ways fabricating with 3M adhesives. (In Materials in design engineering, May 1961, p.207) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 9May61; KK160589.

What makes a client beam when he pays his TV tab? Video tape made only by 3M. (In Advertising age, July 6, 1959, p.55) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 6Jul59; KK161745.

MIRACLE AUTOMATIC SALES.

To owners & operators of service stations ... a business proposal. The Lehigh smoke center. (In The Tampa tribune, July 9, 1961) © Miracle Automatic Sales (in notice: Miracle Automatic Sales, div. of Lehigh, Inc.); 9Jul61; KK161998.

MIRACLE MOP CO.

The world's best performer, Mr. Miracle; the revolutionary Miracle glass roofing mop. © Thomas R. Hatz, Jr. d.b.a. Miracle Mop Co.; 30Jun61; KK159909.

MR. TILE-IT.

Ash tray mosaic tile kit. Kit no.33. Appl. author: Seymour Simon. © Mr. Tile-It, accepted alternative designation of Trade Tile Distributors; 14Jul61; KK161963.

MRS. LELAND'S MASTER KITCHENS. ©

A brand new candy treat with old fashioned appeal; sell Mrs. Leland's new old-fashioned Christmas candy mix. NM: additions. © 28Jul61; KK160636.

Church groups, schools, organizations; any group can make $50.00 to $1,000.00 and more with Mrs. Leland's famous old fashioned Golden Butter-Bits. NM: additions. © 28Jul61; KK160635.

Old fashioned Golden Butter-Bits. Country store canister. Net wt. one lb. © 28Jul61; KK160632.

Old fashioned Golden Butter-Bits. Gold 'n trees canister. Net wt. one lb. © 28Jul61; KK160633.

Old fashioned Golden Butter-Bits. Sunday in the park canister. Net wt. one lb. © 28Jul61; KK160634.

MOBIL OIL CO.

Announcing two new gasolines: Mobil Premium, Mobil Regular; with the highest Megatane ratings of any leading gasolines. (In Transport topics, Oct. 2, 1961, p.10-11) Appl. author: Ted Bates & Co., Inc. © Mobil Oil Co., a division of Socony Mobil Oil Co., Inc.; 20Oct61; KK162633.

Are you making the octane mistake? Mobil now brings you the highest Megatane rating of any leading gasoline. (In New York times, Sept. 26, 1961, p.23) Appl. author: Ted Bates & Co., Inc. © Socony Mobil Oil Co., Inc. (in notice: Mobil Oil Co., a division of Socony Mobil Oil Co., Inc.); 26Sep61; KK161830.

Mobil research announces the development of the first modern criterion of total gasoline performance: the Megatane system of rating gasoline. (In The Oil daily, July 3, 1961, p.4) Appl. author: Ted Bates & Co., Inc. © Mobil Oil Co., a division of Socony Mobil Oil Co., Inc.; 3Jul61; KK160699.

MODEL RECTIFIER CORP. ©

Look at the inside of an MCR train control. Catalog. Appl. author: Roy C. Gelber. © 25Jul61; KK162571.

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Ride and shop for happier, bigger buying customers. Mini-Car. © 29Aug61; KK161964.

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CR standard packer. H. L. Stoker Co. bag packers. © 11Jul61; KK162290.

H. L. Stoker Co. proudly announces the DX Packer. © 31Aug60 (in notice: 1961); KK162289.

MONET JEWELERS. ©

For a rosy Christmas, Rosebud, pick of the fashion crop. Monettes. (In Seventeen, Nov. 1959, p.140) © 29Oct59; KK160393.

MONSANTO CHEMICAL CO. ©

Randox selective herbicide. Leaf design. Emulsifiable concentrate. Net contents 5 U.S. gallons. © 27Dec60; KK162112.

MONTALBANO, JOE F. SEE Monti's Sports Service.

MONTI'S SPORTS SERVICE.
Official football book 1961. © Monti's Sports Service, solely owned by Joe F. Montalbano; 27Jul61; KK161644.

MOORES (H. C.) CO. ©
Sale, ten cents off. Instant Pream for your coffee. (In Boston globe, June 11, 1961, supplement section, p.7) Appl. author: Benton & Bowles, Inc. © 11Jun61; KK161458.
Try this quick recipe quiz; just fill in the blanks. Instant Pream for your coffee. (In Forecasts for home economics, Apr. 1961, p.49) Appl. author: Benton & Bowles, Inc. © 17Mar61; KK161486.

MOORE'S BAKERY. ©
Beer rye bread. © 6Nov61; KK163142.

MORGAN CONSTRUCTION CO. ©
For a mill that can roll back your cost barrier, Morgan has the take-charge team of design and construction specialists. (In Steel, June 12, 1961, p.116-117) © 12Jun61; KK159885.
Here capability has many faces for helping you meet every challenge of today's markets and tomorrow's potential. (In Iron and steel engineer, Aug. 1961, p.14-15) © 31Aug61; KK161674.
28 more hot strip mills since 1955 have gone to Morgoil. (In Iron and steel engineer, Aug. 1961, p.53) © 31Aug61; KK161675.

MORRELL (JOHN) & CO. RED HEART DIVISION. ©
Hurry, still time to win the trip of your life; win a tour of Europe in Red Heart puppy weight judging sweepstakes. Red Heart dog food. (In Reader's digest, Nov. 1961, p.251) Appl. author: John W. Shaw Advertising, Inc. © 21Oct61; KK162574.
Win a tour of Europe in Red Heart puppy weight judging sweepsteaks. (In Chicago tribune, Sunday magazine section, Sept. 17, 1961, p.40) Appl. author: John W. Shaw Advertising, Inc. © 17Sep61; KK161496.
Win a tour of Europe in Red Heart puppy weight judging sweepstakes. Dog food. (In Wichita Falls times, Sept. 21, 1961, p.16-B) Appl. author: John W. Shaw Advertising, Inc. © 21Sep61; KK161667.

MORRIS (PHILIP) INC. ©
Top drawer; with Benson & Hedges you pay more, you get more. (In The New York times, July 15, 1961, p.20) Appl. author: Benton & Bowles, Inc. © 15Jul61; KK161575.

MO-SAI INSTITUTE, INC. ©
Patterned panels of Mo-Sai for Seattle synagogue. © 1Jul61; KK160042.
2,000 Mo-Sai sandwiches for the southeast's largest commercial office building. © 8Dec61; KK162978.

MOSEDALE MANUFACTURING CO. ©
It's a pleasure to give you this Grip-Eze jar opener, it will help you loosen, tighten, separate, pull. Appl. author: Lawrence J. Beier. © 9Aug61; KK160760.

MOSSE, INC. ©
A gift guide. 1962 year book. Appl. author: Anna F. Goldman. © 15Oct61; KK162126.

MOTHER'S DAY PROMOTIONS, INC. ©
Mom, May 13. Mother's day. Appl. author: Dan Seman. © 11Oct61 (in notice: 1962); KK161977.

MOTO-MOWER, INC. ©
Lawn care guide. © 1Mar61; KK159844.

MOUNT HOPE MACHINERY CO. ©
How you can get the most out of the Mount Hope roll. Web control news, v.1, no.3. (In Paper, film and foil converter, Oct. 1961, p.22) © 23Oct61; KK163092.
Increase felt life 10-20% or more. Web control news, v.1, no.2. (In Paper, film and foil converter, Sept. 1961, p.22) © 23Sep61; KK163091.
It costs less than you think to modernize your cloth processing equipment. Web control news, v.1, no.3. (In Textile industries, Oct. 1961, p.98) © 25Oct61; KK163090.
Need a tranquilizer? ℞: More Mount Hope rolls. Web control news, v.1, no.1. (In Paper, film and foil converter, Aug. 1961, p.22) © 23Aug61; KK161660.
6 ways to save money in 12 locations on a cylinder machine. Web control news, v.1, no.4. (In Paper, film and foil converter, Nov. 1961, p.40) © 23Nov61; KK163089.
Today, there's almost no excuse for seconds, reruns, imperfect cloth. Web control news, v.1, no.2. (In Textile world, mid-July 1961, p.117) © 15Jul61; KK161661.

MOUNT ST. MICHAEL'S SEMINARY OF PHILOSOPHY & SCIENCE, SPOKANE, WASH.
A Christmas symphony. Mount St. Michael's choir. By Jerry Swift. © Mount St. Michael's Seminary of Philosophy & Science; 10Oct61; KK163076.

MULDER, NELSON C. ©
Highway information service, 12 month membership discount card. © 8Sep61; KK162079.

MULTIPLEX PRODUCTS CO.
New Sanidry tray. Holds 8 drinking glasses. Appl. author: Webster B. Harpman. © Webster B. Harpman d.b.a. Multiplex Products Co.; 15Aug61; KK161850.

MYERS (F. E.) & BRO. CO. ©
Crestline, a great new name. Water conditioners. (In Water conditioning sales, May 1961, p.15) © 25Apr61; KK160286.

N

N. B. B. CO. SEE Nice Ball Bearing Co.

N.D.P. CORP. SEE National Dairy Products Corp.

NRC EQUIPMENT CORP. ©
Bell jar vacuum coater. Model 3164. © 11Aug61; KK160956.
Bell jar vacuum coater. Model 3166. © 15May61; KK160953.
HS series diffusion pumps. 10", model HS10-4200 high speed fractionating oil diffusion pump. © 10Nov61; KK162651.
HS series diffusion pumps. 32", model HS32-32,000 high speed fractionating oil diffusion pump. © 25Sep61; KK161804.
High vacuum valves: block bellows valves. © 15May61; KK160954.
Vacuum accessories: low voltage feed-thrus. © 16Aug61; KK160955.
Vacuum gauges; model 745 Protectovac. © 25Sep61; KK161805.

NATHAN (CHARLES S.) INC. ©
An office furniture bedtime story: the little discount that wasn't there. Appl. author: G. T. Stanley Co. © 25Aug61; KK163494.

NATHAN FOOTWEAR, INC. ©
I was a nothing 'till I wore my Frenchies. Appl. author: Arne Westerman. © 11Jun61; KK160148.

NATIONAL APPLIANCE & RADIO-TV DEALERS ASSN. ©
NARDA's 15th annual costs-of-doing business survey, covering the year 1960, by Richard E. Snyder. (In NARDA news, June 1961, p.8-23) © 15Jun61; KK162493.

NATIONAL ASSOCIATED MILLS, INC. ©
Round-the-clock. Individualized fit nylons. © 8Aug61; KK161962.

NATIONAL COMMITTEE ON THE OBSERVANCE OF MOTHER'S DAY. ©
How you can get your biggest volume for Mother's Day. Mother's Day, everybody remembers mom, May 12. © 10Jan57; KK160074.

NATIONAL DAIRY PRODUCTS CORP. ©
Choco mint marshmallow Sealtest ice cream. One half gallon liquid. Appl. author: N. W. Ayer & Son, Inc. © 18Sep61; KK161512.

NATIONAL EXCHANGE CLUB. ©
Crime does not pay, but you do. © 20Nov61; KK163184.
The perfect plaque for youth. © 20Nov61; KK163183.

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NATIONAL SLEEPING SYSTEM, INC. ©
Sleeping comfort of the future, now! Cool, odorless, non allergic. © 20Aug61; KK161847.

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Christmas gifts: slim pants. Stretchlon 100% stretch nylon. 5463. © 29Sep61; KK162627.

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Nesto milk cartons & dairy containers. © 22Jun61; KK160387.
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NESTLE CO., INC. ©
How long has it been since you've had a cup of real cocoa? EverReady. [Cowboy holding cup, facing opponent] (In Look, Nov. 7, 1961, p.18) Appl. author: McCann-Erickson, Inc. © 24Oct61; KK162535.
How long has it been since you've had a cup of real cocoa? EverReady. [Football player running with ball & cup] (In Life, Oct. 27, 1961, p.30) Appl. author: McCann-Erickson, Inc. © 25Oct61; KK162530.
How long has it been since you've had a cup of real cocoa? EverReady. [Hunter holding cup, tiger in tall grass] (In Look, Oct. 24, 1961, p.132) Appl. author: McCann-Erickson, Inc. © 10Oct61; KK162531.
How long has it been since you've had a cup of real cocoa? EverReady. [Irate truck driver & women in car blocking traffic] (In Life, Oct. 20, 1961, p.103) Appl. author: McCann-Erickson, Inc. © 18Oct61; KK162532.
How long has it been since you've had a cup of real cocoa? EverReady. [Ski jumper holding cup] (In Life, Oct. 13, 1961, p.135) Appl. author: McCann-Erickson, Inc. © 11Oct61; KK162534.
How long has it been since you've had a cup of real cocoa? EverReady. [Window washer holding cup] (In Look, Oct. 24, 1961, p.122) Appl. author: McCann-Erickson, Inc. © 10Oct61; KK162533.
How long has it been since you've had a cup of real cocoa? [Romeo & Juliet balcony scene] (In Look, Nov. 21, 1961, p.22) Appl. author: McCann-Erickson, Inc. © 7Nov61; KK162668.

NESTLE CO., INC.-Con.

How long has it been since you've had a cup of real cocoa? Woman on trapeze. (In Life, Nov. 10, 1961, p.108) Appl. author: McCann-Erickson, Inc. © 8Nov61; KK162669.

Instantly, extra delicious iced tea with cold water. Nestea. (In Ladies' home journal, July 1959, p.125) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 25Jun59; KK162307.

Loook, triple pleasure, triple fun, 3 great flavors all in one. Triple decker bar. (In Beacon journal, Akron, Ohio, Oct. 1, 1961, comics) Appl. author: McCann-Erickson, Inc. © 1Oct61; KK161871.

Nestle's makes the very best for your best of all days. A luscious icing made with Nestle's morsels, semisweet or butterscotch. (In Rural gravure, Oct. 1, 1961) Appl. author: McCann-Erickson, Inc. © 1Oct61; KK161872.

New, extra refreshing iced tea instantly with cold water. Nestea. (In Good housekeeping, July 1959, p.140) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 18Jun59; KK162278.

Party perfect holiday ideas made with Nestle's Quik. (In The American home, Dec. 1961) Appl. author: McCann-Erickson, Inc. © 20Nov61; KK163043.

Summer is cooler when the cooler is Quik. (In Everywoman's family circle, July 1961) Appl. author: McCann-Erickson, Inc. © 20Jun61; KK159914.

NEW & BETTER PRODUCTS CO. ©

Introducing Travel Ice, freezerving compound. © 20May61; KK160202.

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+GF+ copying lathes. © 7Sep61; KK162934.

NEW DRUG INSTITUTE, INC. ©

Application for listing directory of clinical investigators. © 5Jun61; KK160032.

NEW ENGLAND CANNERS, INC. SEE Brill (H. C.) Co., Inc.

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A new aid in the relief from minor pains of medically diagnosed chronic arthritis, rheumatism, whenever they strike. Thermo-Cyclopad heat-and-massage pad by Niagara. © 28Jul61; KK162155.

Something can be done for arthritis. © 24Aug61; KK162139.

NICE BALL BEARING CO. ©

Dealer service catalog. Front and rear wheel oil seals. June 23, 1961. (Catalog SD-501) © 23Jun61 (in notice: 1960); KK163378.

It's front wheel repacking time. © 8Sep61; KK163377.

S111 master front and rear wheels oil seal cabinet stock. 51 numbers, 102 oil seals. © 5Sep61; KK163376.

NITEY-NITE. ©

The soundest sleeper since Rip Van Winkle. (In Good housekeeping, Oct. 1961, p.192) Appl. author: Doyle Dane Bernbach, Inc. NM: revision. © 5Sep61; KK162859.

There hasn't been a longer lasting sleeper since Rip Van Winkle. (In Ladies' home journal, western ed., Sept. 1961, p.118) Appl. author: Doyle Dane Bernbach, Inc. © 22Aug61; KK162871.

NOCONA BOOT CO., INC. ©

Boots and shoes made-to-measure order form. Appl. author: R. S. Lemon. © 26Jun61; KK160163.

Give him Noconas in genuine pigskin. Your choice of four colors. Camel, no.191. (In The Western horseman, Nov. 1961, p.7) Appl. author: Thomas L. Yates. © 25Oct61; KK162134.

NONE BETTER, INC. ©

Hurricane kits; do-it-yourself tie-down. (In The Graphic, Oct. 5, 1961, p.24) © 5Oct61; KK161680.

NORCROSS, INC. ©

They're the greatest, so send the younger set birthday and other greetings by Norcross. (In Life, Sept. 21, 1959, p.156) Appl. author: Young & Rubicam, Inc. © 17Sep59; KK162845.

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Four-cycle in-line engine-generator sets; series 13. © 11Aug61; KK163396.

Four-cycle in-line engines for mechanical drives; series 13. © 11Aug61; KK163398.

Four-cycle in-line marine propulsion engines; series 13. © 11Aug61; KK163397.

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Just mix & pour. With Nordbak you can back manganese right on the job the modern effective way. (Bulletin 290) © 23Jun61; KK162201.

Railway division special sales memo: The CHP is here. © 18Sep61; KK162198.

Switchliner assembly, for use with the Hydraulic Spike Puller. Make quick work of lining turnouts. (Bulletin 304) © 11Aug61; KK162200.

Switchliner assembly, for use with Trakliner and Line Indicator. (Bulletin 303) © 11Aug61; KK162199.

Trak-sweekper. Bulletin 297. © 6Feb61; KK159869.

NORM ADVERTISING, INC. ©

Sales building advertising, interrupting advertising and publicity aids for general advertisers, v.87. © 27Jun61; KK160322.

NORMAN INDUSTRIES, INC. ©

New, See-All rectangular reflector prevents shoplifting in low-ceiling stores. Catalog sheet. © 22Aug61; KK160872.

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Ranch wood aromatic pine flakes; animal bedding. Net 2 lbs. © George J. Novak d.b.a. North Star Ranch; 20Jul61; KK161060.

NORTHWEST PAPER CO. ©

Mountie and commander. Carlton bond. © 26Jul61; KK160757.

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Mountie and huskies on trail. Carlton bond. © 29Nov61; KK162938.

Red River cart. Carlton bond. © 30Oct61; KK162542.

Suspicious character. Carlton bond. © 26Jun61; KK159908.

Where the trail divides. Carlton bond. © 29Aug61; KK161179.

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Win $10,000 in Pepto-Bismol's Fortune in your future contest. 2nd prize, RCA Victor color TV. (In Life, July 13, 1959, p.45) © 12Jul59; KK161849.

NOVAK, GEORGE L. SEE North Star Ranch.

NOVELTY CONE CO. ©

250 cake cups, good with custard or ice cream. © 25Sep61; KK161987.

NUCLEONIC CORP. OF AMERICA. ©

Radiation protection guide. NM: compilation & illus. © 12Jun61; KK160528.

O

OBA CORP. ©

It's easy to save now, save for the future; own a bit of America. B. T. Babbitt products. (In Reader's digest, Sept. 1959, p.3 of cover) © 20Aug59; KK161222.

OMC BOATS.

Do not open until New York boat show; news about 1962's most exciting new profit opportunity for marine dealers. (In The Boating industry, Dec. 1961, p.199) © OMC Boats, a division of Outboard Marine Corp.; 1Dec61; KK163052.

Make your biggest plans for 1962 after you see OMC boats. Special report no.1. (In Boating progress, Sept. 1961, p.14-15) © OMC Boats, a division of Outboard Marine Corp.; 1Sep61; KK161893.

My wake will be different. News about 1962's most exciting new profit opportunity for marine dealers. Special report no.2. (In The Boating industry, Oct. 1961, p.4) © OMC Boats, a division of Outboard Marine Corp.; 1Oct61; KK161892.

This man is armed with the biggest news in boating. (In Boating progress, Nov. 1961, p.67) © OMC Boats, a division of Outboard Marine Corp.; 1Nov61; KK163051.

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Save time with this handbook, send for it today. Kamlok quick couplers. © OPW-Jordan Division of Dover Corp.; 15Mar61; KK161092.

This catalog shows how you can get tight shut-off with OPW-Jordan temperature regulators. © OPW-Jordan Division of Dover Corp.; 15Mar61; KK161093.

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Santa's Own Toy Book, 1961. © 4Jul61; KK162224.

Santa's Pack of Toys. © 15Jul61; KK162226.

Santa's toy lane. © 4Jul61; KK162227.

Santa's Treasure Chest of toys. © 4Jul61; KK162225.

V. I. P., very imaginative playthings for very important people, 1961. © 4Jul61; KK162223.

OCOMA FOODS CO. ©

Frying chicken livers. Net weight 8 oz. © 1Aug61; KK161314.

Half broiling chicken. For barbecue or broiling. © 5Sep61; KK161409.

Quick frozen to assure freshness; frying chicken breasts, with scapula, rib bones removed. Net weight 12 ozs. © 19Oct61; KK162640.

Quick frozen to assure freshness; frying chicken drumsticks. Net weight 12 ozs. © 1Sep61; KK162641.

Quick frozen to assure freshness; frying chicken thighs. Net weight 12 ozs. © 11Sep61; KK162638.

Quick frozen to assure freshness; frying chicken wings. Net weight one pound. © 18Oct61; KK162639.

OFFICIAL MARKING EQUIPMENT CO., INC. ©

Pirouette seal operating instructions. Appl. author: John W. Meyer. © 11Jul61; KK160321.

Presenting the official Pirouette turn-around stationery embossers. Appl. author: John W. Meyer. © 10Aug61; KK161659.

Presenting the turn-around official Pirouette stationery embossers with lifetime metal dies. Counter display card. Appl. author: John W. Meyer. © 22Sep61; KK161658.

Pre-stamped die catalog. Appl. author: John W. Meyer. © 23Jun61; KK160122.

OHIO NUT & BOLT CO. ©

How to take the wrestle out of final assembly. (Bulletin no.622) Appl. author: John T. Doheny. © 23Oct61; KK162316.

It's easy to spot the one that does the job better. (Bulletin no.617) Appl. author: John T. Doheny. © 23Oct61; KK162315.

OHRBACH'S, INC. ©

Architect? Kids who are going to be the smartest people shop at Ohrbach's. (In New York journal American, Oct. 3, 1961, p.6) Appl. author: Doyle Dane Bernbach, Inc. © 3Oct61; KK162864.

Biologist? Kids who are going to be the smartest people shop at Ohrbach's. (In The New York times, Sept. 5, 1961, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 5Sep61; KK162068.

The broadtailed cocktail-lounger from the collection at Ohrbach's fur salon. (In Daily news, Oct. 9, 1961, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 9Oct61; KK162852.

The greatest sales bait is the crossed out price. (In Newark star-ledger, May 31, 1961, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 31May61; KK160217.

I don't know why my boy thinks I'm a big shot. (In Daily news, June 7, 1961, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 7Jun61; KK160215.

I got them at Ohrbach's. (In The New York times, Oct. 15, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 15Oct61; KK162868.

I've just invented an Ohrbach's. An Ohrbach's is a device that combines high fashion with low prices. (In The New York times, Oct. 1, 1961, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 1Oct61; KK162862.

Lecturer? Kids who are going to be the smartest people shop at Ohrbach's. (In New York journal American, Oct. 17, 1961, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 17Oct61; KK162851.

Let Ohrbach's come to me. (In The New York times, Oct. 22, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 22Oct61; KK162863.

A little cash today will be worth a fortune tomorrow; Ohrbach's invites you to a fabulous bargain party on its 31st birthday. (In Newark Sunday news, Oct. 1, 1961, p.22-23) Appl. author: Doyle Dane Bernbach, Inc. © 1Oct61; KK162867.

More, more, more, more. Ohrbach's birthday bargain party continues, more exciting fashions. (In The Newark star-ledger, Oct. 6, 1961, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 6Oct61; KK162855.

Not yet, you'll have to wait till Thursday to see Paris at Ohrbach's. (In The New York times, Sept. 10, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 10Sep61; KK162869.

Nurse? Kids who are going to be the smartest people shop at Ohrbach's. (In The New York times, Aug. 24, 1961, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 24Aug61; KK162070.

Ohrbach's is for sissies. School shops, sixth floor. (In The New York times, Aug. 27, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 27Aug61; KK162072.

Ohrbach's this year has its largest collection of Balenciagas. (In The New York times, Sept. 24, 1961, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 24Sep61; KK162866.

The seal-coated man-catcher from the collection at Ohrbach's fur salon. (In The New York times, Oct. 23, 1961, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 23Oct61; KK162870.

Some things, darling, even Ohrbach's doesn't have. (In The New York times, Oct. 8, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 8Oct61; KK162861.

There are more important things than Ohrbach's. College shops. (In The New York times, Aug. 20, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 20Aug61; KK162069.

Yes, little girl there is an Ohrbach's. (In La Mirada community news, Nov. 29, 1961) © 29Nov61; KK163030.

OLD COLONY GAS & OIL CO. ©

Get in line or get out. © 13Jul61; KK160313.

Greetings ... genuine ethyl gas, 99 octane, 26.9 gal. (In North Minneapolis post, Dec. 14, 1961, p.8) © 14Dec61; KK163411.

The horseless shay. © 15Jun61; KK159861.

The lord of all I survey. Genuine ethyl gas. (In North Minneapolis post, Sept. 7, 1961, p.12) © 7Sep61; KK161838.

The spider's web. Genuine ethyl gas. (In North Minneapolis post, Oct. 19, 1961) © 19Oct61; KK161989.

OLINKIEWICZ, EUGENIA.

Marek Jablonski plays Chopin for the Younger Members of the Kosciuszko Foundation. © E. Olinkiewicz; 8Dec61; KK163041.

OLSON RUG CO. ©

Broadloom, Olson factory-to-you. Couple on rug. (In The American home, Aug. 1961) Appl. author: Arthur W. Prussing. NM: revision of text & pictorial material. © 17Jul61; KK163205.

Finer Olson rugs and wall-to-wall carpet; room scene and two rugs. (In The American home, Sept. 1961) Appl. author: Arthur W. Prussing. NM: revision of text & pictorial material. © 15Aug61; KK163201.

Luxurious, reversible Olson rugs and wall-to-wall carpet ... Save up to 1/2. (In House & garden, Aug. 1961, p.26) Appl. author: Arthur W. Prussing. NM: revision of text & pictorial material. © 26Jul61; KK163202.

Luxury broadloom; save up to 1/2, factory to you. (In House & garden, Oct. 1961) Appl. author: Arthur W. Prussing. NM: revision of text & pictorial material. © 28Sep61; KK163204.

Mail post card for free Olson carpet catalog. (In The Workbasket, Aug. 1961) Appl. author: Arthur W. Prussing. NM: "some revision of text". © 6Jul61; KK163203.

ORCHESTRA RECORDS. ©

I've been framed. Rickey Gary with instrumental accomp. 103. © Wayne J. Farlow d.b.a. Orchestra Records; 22Jun61; KK160938.

ORTON (EDGAR J.) PRODUCTS. ©

Face lotion, a delightful after shave astringent. Contents 8 fl. oz. Appl. author: Edgar J. Orton. © 6Oct59; KK161098.

OSBORN, IVAN S. SEE Porridge Products Co.

OSTER (JOHN) MANUFACTURING CO. ©

Looking for versatile man-wanted premiums? Cummins portable tools. (In Premium practice, Oct. 1959, p.74) Appl. author: Baker/Johnson & Dickinson. NM: illus. & caption. © 1Oct59; KK161593.

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How you can hear, even if your hearing loss is very severe ... thanks to the all new Otarion Super 9. © 15Aug61; KK162195.

OUR SAVIOR, INC. ©

Free, our gift to you; a beautiful big book. Our Savoir. Appl. author: John J. Crawley, Sr. © 19Jul61; KK160231.

OUTBOARD MARINE CORP. OMC BOATS. SEE OMC Boats.

OWENS-ILLINOIS. ©

Special displays that sell soft drinks. Idea file 16. (In Supermarket news, July 24, 1961, p.19) Appl. author: J. Walter Thompson Co. © 24Jul61; KK160743.

OWENS-ILLINOIS GLASS CO. ©

4 ideas to sell more liquid salad dressings. (In Super market merchandising, June 1961, p.60) Appl. author: J. Walter Thompson Co. © 1Jun61; KK159867.

4 ways to sell more apple products. Idea file 17. (In Supermarket news, Aug. 28, 1961, p.17) Appl. author: J. Walter Thompson Co. © 28Aug61; KK162628.

3 ideas that sell more beer. (In Supermarket news, June 5, 1961, p.12) Appl. author: J. Walter Thompson Co. © 5Jun61; KK159868.

3 ways to sell more wine. Idea file 18. (In Supermarket news, Oct. 16, 1961, p.34) Appl. author: J. Walter Thompson Co. © 16Oct61; KK162581.

P

PAC. SEE Pacific American Corp.

PBS DATA SERVICE CORP. ©

We look to the future with confidence. © 21Dec61; KK163402.

P. F., INC. SEE Pepperidge Farm, Inc.

PHP. SEE PH Pharmaceuticals.

PH PHARMACEUTICALS. ©

Adcine, new antispasmodic antacid tablet. Reference card. Appl. author: Philip H. Waxman. © 1Aug61; KK160567.

P. I. P. E. FUND. SEE Plumbing Industry Progress & Education Fund.

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Auk brand salmon. Net weight 7 3/4 oz. © 1Oct61; KK162815.

Deming's bite size fancy Alaska king crab. Net weight 7 1/2 oz. © 1Oct61; KK162809.

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Deming's Recipe brand pink Alaska salmon. Net weight 1 pound. © 1Oct61; KK163094.

Deming's red Alaska sockeye salmon. Net weight 1 pound. © 1Oct61; KK162813.

Deming's red Alaska sockeye salmon. Net weight 7 3/4 ozs. © 1Oct61; KK162810.

Deming's Red Top fancy Puget Sound sockeye salmon. Net weight 3 3/4 oz. © 1Oct61; KK162816.

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Deming's salmon imperial. Net weight 7 3/4 oz. © 1Oct61; KK162811.

Deming's sirloin salmon. Net weight 7 3/4 oz. © 1Oct61; KK162812.

Humpty Dumpty brand salmon. Net weight 1 pound. © 1Oct61; KK162808.

Humpty Dumpty brand salmon. Net weight 7 3/4 oz. © 1Oct61; KK162807.

PACIFIC VALVES, INC. ©

Block and bleed, cast steel-ductile iron valves, by Pacific. BTV/BTR value engineered. (Bulletin BV-2) Appl. author: Robert E. Poe. © 3Aug61; KK161840.

Socket welding end ball valves and ball valves for seal welding. (Bulletin no.BVWE-61) Appl. author: Robert E. Poe. © 14Jul61; KK161841.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow.

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PALMER (WAYNE) CORP. ©

Teaching aids, math and language arts. Hundred board. NM: four charts. Appl. author: Wayne Palmer. © 15Oct61; KK162792.

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Give her a castle in Spain and a Paper Mate pen. Lady Capri. (In Esquire, Aug. 1961, p.6) Appl. author: L. Theodore Barnett, Jr. © 1Aug61; KK160437.

Give him a seat on the stock exchange and a Paper Mate pen. Capri Mark IV. (In Esquire, Sept. 1961, p.24) Appl. author: L. Theodore Barnett, Jr. © 1Sep61; KK161050.

Give him a yacht and a Paper Mate pen. Capri Mark IV. (In Esquire, Mar. 1961, p.6) Appl. author: L. Theodore Barnett, Jr. © 1Mar61; KK161752.

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Danger. Why risk injury or damaged wheels, tires, etc.? © 17Mar61; KK160988.

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Make it a merry Christmas with these new and exciting Paragon needlecrafts. (In McCall's needlework & crafts, fall-winter 1961, p.3 of cover) Appl. author: Alfred Rosenthal. © 20Jul61; KK160515.

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Eldec begins at forty; to help keep their later years healthy, Eldec Kapseals. © 28Apr61; KK160291.

An endowment policy helps provide a secure future; Eldec Kapseals help provide a healthy one. PD-D-1460. © 20Jul61; KK161124.

Great moments in medicine. Lavoisier: oxygen, combustion and respiration. One of a series of original oil paintings. (In Time, May 12, 1961, p.40) Appl. author: Young & Rubicam, Inc. © 9May61; KK160008.

Great moments in medicine: Leeuwenhoek and the little animals. One of a series of original oil paintings. (In the Holland evening sentinel, May 11, 1960, p.25) Appl. author: Young & Rubicam, Inc. © 11May60; KK160002.

In 1819, John Bostock first described the disease now termed hay fever. Benadryl. (Milestones in allergy) © 1May61; KK160293.

In 1872, Morrill Wyman cited ragweed pollen as a causative agent in autumnal catarrh. Bendaryl. (Milestones in allergy) © 18Aug61; KK161635.

In 1862, Philipp Phoebus correlated the then-known facts about hay fever. In the modern era, effective control of allergic symptoms became a reality with the advent of Benadryl. PD-D-1462. © 20Jul61; KK161123.

In 1831, John Elliotson suggested that summer catarrh was due to grass pollen. Benadryl. (Milestones in allergy) © 9May61; KK160294.

In oxyuriasis, Povan, singularly effective in a single dose. © 18Apr61; KK160298.

Integrated design, specific purpose; Benylin expectorant specifically designed to help control cough. © 26Apr61; KK160290.

Introducing Norlutate, the most potent oral progestational agent available. © 15Aug61; KK161631.

New anabolic steroid for supportive therapy in catabolic states. Adroyd. © 20Apr61; KK160289.

New oral progestational agent Norlutate twice as potent as Norlutin. PD-D-1461. © 9Jun61; KK161121.

Now for increased potency, therapeutic efficacy, oral convenience; Norlutate. © 22Aug61; KK161630.

A pension plan helps provide a secure future, Eldec Kapseals help provide a healthy one. PD-D-1409. © 12Jun61; KK161120.

A savings account helps provide a secure future; Eldec Kapseals help provide a healthy one. PD-D-1474. © 23Jun61; KK161116.

This art student has epilepsy. Dilantin. © 6Sep61; KK161628.

This boat yard worker has epilepsy. Dilantin. © 8Aug61; KK161632.

This fisherman has epilepsy. Dilantin. © 4Aug61; KK161629.

This track official has epilepsy. Dilantin. © 16Aug61; KK161627.

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When allergy looms large in the life of your patient, Benadryl cuts most allergens down to size. A weed ... can become an object of dread to someone sensitive to its pollen. PD-D-1463. © 27Jul61; KK161118.

When allergy looms large in the life of your patient; Benadryl cuts most allergens down to size. [Ragweed blossom] © 24Aug61; KK161634.

When allergy looms large in the life of your patient; Benadryl cuts most allergens down to size. [Ragweed blossom & leaves] © 7Sep61; KK161636.

When allergy looms large in the life of your patient; Benadryl cuts most allergens down to size; relieves the symptoms of contact dermatitis. © 14Apr61; KK160297.

When allergy looms large in the life of your patient; Benadryl cuts most allergens down to size; relieves the symptoms of grass pollen allergy. © 16May61; KK160296.

When allergy looms large in the life of your patient, Benadryl cuts most allergens down to size. Relieves the symptoms of grass-pollen allergy. PD-D-1456. © 22Jun61; KK161122.

When allergy looms large in the life of your patient; Benadryl cuts most allergens down to size; relieves the symptoms of tree pollen allergy. © 1Jun61; KK160295.

When allergy looms large in the life of your patient, Benadryl cuts most allergens down to size. What may be insignificant undergrowth to some, can seem to engulf others. PD-D-1464. © 3Aug61; KK161117.

PARKER, ALLAN E. ©

Let's play duplicate. Bridge. Vol.1. Contains 259 hands actually played. © 7Oct61; KK161718.

PARKER PEN CO. ©

The ball pen you won't toss aside and you'd hate to lose. T-Ball Jotter. (In Look, Nov. 7, 1961, p.4) Appl. author: Leo Burnett Co., Inc. © 7Nov61; KK162557.

Get the Jotter made by Parker with the T-Ball tip. (In Sports illustrated, Sept. 4, 1961, p.5) Appl. author: Leo Burnett Co., Inc. © 4Sep61; KK161168.

Gigantic, stupendous, spendiferous advertising contest. T-Ball Jotter. (In New Trier news, Oct. 13, 1961, p.4) Appl. author: Leo Burnett Co., Inc. © 13Oct61; KK161941.

Give a ball pen made by Parker as a Christmas gift. The Jotter. (In Life, Dec. 1, 1961, p.16) Appl. author: Leo Burnett Co., Inc. © 29Nov61; KK163154.

Just jottings. (In The Daily cardinal, Sept. 26, 1961, p.5) Appl. author: Leo Burnett Co., Inc. © 26Sep61; KK162329.

A lot of Christmas for $5. You're right, with Eversharp. (In Life, Dec. 15, 1961, p.78) Appl. author: Leo Burnett Co., Inc. © 13Dec61; KK163208.

New from Parker, the most obliging fountain pen ever made; it adjusts to you, not you to it; the new Parker VP, very personal. (In The Capital times, June 27, 1961, p.6) Appl. author: Leo Burnett Co., Inc. © 27Jun61; KK160177.

New from the Parker people, a convertible fountain pen with a 14k gold point. Parker 45. (In Life, Aug. 25, 1961, p.65) Appl. author: Leo Burnett Co., Inc. © 25Aug61; KK161167.

Only 1 out of 3 people who want a fountain pen for Christmas will hint for it. (In Look, Dec. 19, 1961, p.47) Appl. author: Leo Burnett Co., Inc. © 5Dec61; KK163127.

The Parker International Flighter, remarkably long-winded. (In National geographic, Dec. 1961) Appl. author: Leo Burnett Co., Inc. © 4Dec61; KK163081.

A pen doesn't have to be this good, but you'll be glad it is. The remarkable Parker 61. (In The New Yorker, Dec. 2, 1961, p.99) Appl. author: Leo Burnett Co., Inc. © 2Dec61; KK163123.
The pen that fills itself; the remarkable Parker 61. (In The New Yorker, Nov. 4, 1961, p.33) Appl. author: Leo Burnett Co., Inc. © 4Nov61; KK162515.
The pen that makes its own ink, the remarkable Parker 61. (In Life, Nov. 24, 1961, p.24) Appl. author: Leo Burnett Co., Inc. © 24Nov61; KK162878.
The remarkable Parker 61, the $15 pen that's unnecessarily good. (In The New Yorker, Oct. 21, 1961, p.34) Appl. author: Leo Burnett Co., Inc. © 21Oct61; KK162092.
To the man who has a very good friend with $15. The remarkable Parker 61. (In Life, Dec. 8, 1961, p.85) Appl. author: Leo Burnett Co., Inc. © 6Dec61; KK163124.
The uncommon gift for the uncommon man. The remarkable Parker 61. (In The New Yorker, Dec. 16, 1961, p.34) Appl. author: Leo Burnett Co., Inc. © 14Dec61; KK163407.
Why did Parker put a 14k gold point on their new convertible pen? The new Parker 45. (In The Saturday evening post, Nov. 4, 1961, p.13) Appl. author: Leo Burnett Co., Inc. © 4Nov61; KK162594.
You find yourself patting your pocket to make sure this ball pen is still there. The Parker T-Ball Jotter is the ball pen you'd hate to lose. (In Life, Oct. 20, 1961, p.1) Appl. author: Leo Burnett Co., Inc. © 20Oct61; KK161994.

PARKER PEN CO. EVERSHARP DIVISION. ©
Eversharp, one of the great names in writing, demonstrates anew how it got that way with a new 2-way pen at $2.98. Big-E. (In Life, Oct. 1961, p.29) Appl. author: Leo Burnett Co., Inc. © 27Oct61; KK162222.

PARKSMITH CORP. ©
Who's in the family John? © 14Jul61; KK162544.

PARVIN MANUFACTURING CO.
Mitt-Wits, the original puppet mitt. At last, a two-thumbed hot pad mitt; can be worn on either hand. © Floyd Levin & Sam W. Levin d.b.a. Parvin Manufacturing Co.; 8Dec61; KK163200.

PATENT SCAFFOLDING CO., INC. ©
Trouble saver steel and aluminum safety rolling ladders. (Bulletin SL-4) Appl. author: O. H. Junggren. © 20Nov61 KK162757.

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Never trust a skier and other songs. SEE Droll Yankees, Inc.

PATRICK, D. HENRY. ©
Magna-Scope with jet spray. Jiffy signs. © 3Sep61; KK163247.
Now you can make your own with the new Signmaster. It's easy; new Sprink. © 1Jun61; KK161748.

PAW PAW GRAPE JUICE CO. ©
Little Artie's Beeblaberry Fun Drink. Net contents one quart liq. Appl. author: John Jay Philip. © 30Sep61; KK161772.

PAYNE, JERRY J. SEE Payne Manufacturing Co.

PAYNE, LEO W. SEE Payne Manufacturing Co.

PAYNE MANUFACTURING CO. ©
Pinco epoxies, plastics; Solid-Coat, part B, red. Contents one quart package. © Leo W. Payne & Jerry J. Payne d.b.a. Payne Manufacturing Co.; 14Jun61; KK160160.

PELL-GEN ELECTRONICS. ©
Multi-orbital auto radio range intensifier. © 14Sep61; KK161910.

PENDL, CHARLES R. SEE Trophee Manufacturing Co.

PENDLETON WOOLEN MILLS. ©
Authentic Pendleton, always virgin wool. (Totem pole) © 8Aug61; KK1623192.
It's Pendleton country wherever you go. And wherever you want the sleek all-of-a-piece look ... wear these. (In Glamour, Sept. 1961, p.98) © 1Sep61; KK163181.
It's Pendleton country wherever you go. City square, village green, no matter. (In Glamour, Oct. 1961, p.22) © 1Oct61; KK163180.

PENNSYLVANIA REFINING CO. ©
Fuel Mix frees sticky valves, improves compression, reduces carbon deposits. 8 fluid ounces. © 8Jun61; KK160135.

PEPPERIDGE FARM, INC. ©
Brown & serve crisp sesame enriched rolls. 9. Net wt. 8 ounces. © 14Jul61; KK160559.
Enriched party rolls. 20 party style. Net wt. 7 ounces. © 5Jul61; KK160185.

PERMACEL.
One Keds sneaker and how it grew chic-er, three times chic-er with Bondex hot iron fabrics. (In Seventeen, Apr. 1961, p.194) © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Apr61; KK161058.
Snip it out, iron it on, show it off; or 3 slim Wranglers who fell in love with the range, the wide open range of Bondex hot iron fabric. (In Seventeen, Oct. 1961, p.46-47) © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 1Oct61; KK162211.
A thread sealant that's new. Ribbon Dope. © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 23Jun61; KK162261.
What are your critical piping requirements for a thread sealant? Ribbon Dope. © Permacel, accepted alternative designation of Permacel Division, Johnson & Johnson; 29Sep61; KK162260.

PERMACEL DIVISION, JOHNSON & JOHNSON. SEE Permacel.

PERMA-STONE CO. ©
Have a new home, and you can do it yourself. Appl. author: Paul E. Linberg. © 22Jun61; KK160261.
Technical service bulletin 7. Appl. author: J. Camden Clark. © 16Jun61; KK160262.

PERMUTIT CO.
Package water softeners; high capacity, all purpose commercial- industrial softeners. © Permutit Co., a division of Pfaudler Permutit, Inc.; 1Jul61; KK161266.
Packaged demineralizers. © Permutit Co., a division of Pfaudler Permutit, Inc.; 1Nov61; KK162882.
Type M precipitator for the reduction of turbidity, color, suspended matter, iron, manganese. © Permutit Co., a division of Pfaudler Permutit, Inc.; 1Jul61; KK161265.
Unimedia underdrain system for concrete gravity filters or softeners. © Permutit Co., a division of Pfaudler Permutit, Inc.; 1Jun61; KK160019.

PERMUTIT WATER CONDITIONING, INC. ©
Automatic filter-neutralizer by Permutit; corrosion control and filtration. Model NAF-12. © 11Sep61; KK161626.
Automatic water softener that needs no electricity. MTA-9. © 4Aug61; KK160563.
Your child's smile; now you can brighten your youngster's future with water fluoridation service in your own home. © 1Apr61; KK161192.

PET ACCESSORIES, INC. ©
Blitz flea killing collar; Expert. © 15Apr61; KK162741.
Blitz flea killing collar; Expert. © 15Apr61; KK162752.
Buzz buzz ball, tantalizing toy for your cat. © 15Jan61; KK162731.
Cage canteen, week-end water-fountain. No.P714. © 15Feb61; KK162738.
Cat teaser toy. © 15Mar61; KK162739.
Catnip feather toy. K 856. © 15Jan61; KK162723.
Catnip teaser toy. K803. © 15Feb61; KK162733.
Catnip toy for your cat. K827. © 15Jan61; KK162721.
Comb. D541. © 15May61; KK162727.
Dish for large dogs. D-586. © 15Mar61; KK162740.
Dish for long-eared dogs. [illegible] © 15Jan61; KK162744.
Dish for small dogs and cats. D-585. © 15Mar61; KK162753.
Expert cod liver oil. Net contents 3 fl. oz. © 15Mar61; KK162730.
Expert luster bath with lanolin and Propex. Net contents 8 fl. oz. © 15Mar61; KK162725.
Expert No keeps pets off. L-642. 5 oz. net wt. © 15May61; KK162728.
Expert Rid-Flea dog shampoo. Net contents 8 fl. oz. © 15Mar61; KK162724.
Expert wheat germ oil. Net cont. 1 fl. oz. © 15Jan61; KK162735.
For parakeet and canarys, treat cups. No.P174. © 15Feb61; KK162729.
Keet carousel with cymbals & bells. P161. © 15Mar61; KK162747.
Mirror-perch counting beads. P129. © 15Apr61; KK162734.
Mirror 3 vanity with treat cup and perch. P171. © 15May61; KK162745.
Mirro-toot, musical toy for your parakeet. No.P165. © 15Apr61; KK162737.
New action toy for your parakeet. Wob-ly perch. P118. © 15Feb61; KK162751.
Parakeet mirro-bath. No.P168. © 15Feb61; KK162742.
Para-toot tumbler, musical treat for your parakeet. No.P167. © 15Feb61; KK162746.
Pull toy exerciser for dogs. D 546. © 15May61; KK162722.
See-saw ladder for your parakeet. No.P124. © 15Feb61; KK162748.
Squeak toys for your dog. © 15Feb61; KK162736.
Swinging seed tree tower. P160. © 15Apr61; KK162743.
Toys for your cat. © 15Feb61; KK162732.
Toys for your dog. © 15Mar61; KK162726.
Toys for your parakeet. © 15Feb61; KK162750.
Wishbone-swing with counting beads. No.P128. © 15Apr61; KK162749.

PET MILK CO. ©
America's most famous pumpkin pie, rich and velvet smooth with Pet. (In The Progressive farmer, Nov. 1961, p.86) Appl. author: Josephine Walsh. © 1Nov61; KK163408.
Best, easiest ever; 1-2-3 meat loaf. Evaporated milk. (In The Brownsville herald, June 15, 1961, p.7B) Appl. author: Mary Clare Gerling. © 15Jun61; KK160613.

PET MILK CO.-Con.

Dark, rich, smooth fudge sauce, easy as melting chocolate pieces in Pet, the milk with twice the country cream in every drop. Evaporated milk. (In Family weekly, Apr. 30, 1961, p.11) Appl. author: Josephine Walsh. © 30Apr61; KK160448.

Easiest meat loaf ever; just ground beef, onion soup mix and Pet. Evaporated milk. (In What's new in home economics, Sept. 1961, p.1) Appl. author: Elaine Pautler. © 1Sep61; KK161262.

Exclusive for this area, Pet Milk's vacation sensation sweepstakes. Evaporated milk. (In The Atlanta journal, May 15, 1961, p.29) Appl. author: Mary Clare Gerling. © 15May61; KK160511.

Expensive cream flavor at less than 1/2 the cost. Evaporated milk. (In The Brownsville herald, June 22, 1961, p.2B) Appl. author: Mary Clare Gerling. © 22Jun61; KK160617.

The festive touch. Recipe 1-9. Evaporated milk. (In Progressive grocer, Oct. 1961, p.92A-92H) Appl. author: Mary Clare Gerling. © 10ct61; KK161925.

The festive touch: candies, cookies, desserts; perfection with Pet and Nestle's chocolate. (In Ladies' home journal, Nov. 1961, p.85) Appl. author: Josephine Walsh. © 310ct61; KK163405.

The festive touch in candies, cookies, desserts is delightfully simple with Pet and Nestle's chocolate. Evaporated milk. (In What's new in home economics, Oct. 1961, p.3 of cover) Appl. author: Elaine Pautler. © 15Sep61; KK161911.

5 long-time favorites now frozen, and they're Pet-Ritz. Frozen breads; Viennese rolls. (In Evening tribune, San Diego, May 18, 1961, p.C-7) Appl. author: Josephine Walsh. © 18May61; KK160503.

For me? Just what I wanted. Evaporated milk. (In The Brownsville herald, May 25, 1961, p.6B) Appl. author: Mary Clare Gerling. © 25May61; KK160611.

Luxury flavor at low, low cost. Evaporated milk. (In The Brownsville herald, June 29, 1961, p.8B) Appl. author: Mary Clare Gerling. © 29Jun61; KK160616.

More hunger-controlling protein in Sego, the new, different diet food from Pet Milk Company. (In Dallas times herald Sunday magazine, Sept. 10, 1961, p.11) Appl. author: Josephine Walsh. © 10Sep61; KK161710.

More hunger-controlling protein in Sego, the new, different diet food from Pet Milk Company. (In Dallas times herald Sunday magazine, Sept. 24, 1961, p.9) Appl. author: Josephine Walsh. © 24Sep61; KK161915.

More hunger controlling protein in Sego, the new, different diet food from Pet Milk Company. (In Morning advocate, Baton Rouge, La., June 22, 1961, p.10-A) Appl. author: Josephine Walsh. © 22Jun61; KK160625.

More hunger controlling protein in Sego, the new, different diet food from Pet Milk Company. (In State advocate times, Baton Rouge, La., July 19, 1961, p.11B) Appl. author: Josephine Walsh. © 19Jul61; KK160996.

More hunger-controlling protein in Sego, the new, different diet food from Pet Milk Company. (In Sunday world-herald magazine, Omaha, Sept. 3, 1961, p.7) Appl. author: Josephine Walsh. © 3Sep61; KK161601.

More hunger controlling protein in Sego, the new, different diet food from Pet Milk Company. (In Syracuse herald journal, June 14, 1961, p.20) Appl. author: Josephine Walsh. © 14Jun61; KK160498.

More hunger-controlling protein in Sego, the new, different diet food from Pet Milk Company. (In Utica observor dispatch, June 28, 1961, p.23) Appl. author: Josephine Walsh. © 28Jun61; KK161355.

More hunger controlling protein in Sego, the new, different diet food from Pet Milk Company. [Woman offering plate of cakes to friend] (In State-times, Baton Rouge, La., June 28, 1961, p.13-B) Appl. author: Mary Clare Gerling. © 28Jun61; KK160705.

1-2-3 meat loaf easiest ever; savory with onion soup mix and Pet. Evaporated milk. (In The Progressive farmer, Sept. 1961, p.46D) Appl. author: Josephine Walsh. © 15Aug61; KK161009.

Richer, creamier gravy at low, low cost. Evaporated milk. (In The Brownsville herald, June 8, 1961, p.6B) Appl. author: Mary Clare Gerling. © 8Jun61; KK160561.

Save 10¢ when you buy new, faster-mixing, better-tasting Pet instant nonfat dry milk. (In The Miami herald, Aug. 31, 1961, p.2F) Appl. author: Mary Clare Gerling. © 31Aug61; KK161603.

Special offer from Pet Milk Company; try new Sego diet food with extra hunger-controlling protein. (In Columbus evening dispatch, June 22, 1961, p.14A) Appl. author: Mary Clare Gerling. © 22Jun61; KK160558.

10¢ off, new frozen breads or Viennese rolls. Pet-Ritz date-nut bread, Viennese roll cinnamon nut. (In TV week (The San Diego union) June 11, 1961, p.9) Appl. author: Josephine Walsh. © 11Jun61; KK160499.

Treat; quick 'n' creamy rich hot fudge sauce. Evaporated milk. (In The Brownsville herald, June 1, 1961, p.4B) Appl. author: Mary Clare Gerling. © 1Jun61; KK160584.

What's the next best thing to handing your customer a holiday grocery list already made out? Recipe insert; the festive touch. Evaporated milk. (In Progressive grocer, Oct., 1961, p.92-93) Appl. author: Mary Clare Gerling. © 10ct61; KK161926.

What's the next best thing to handing your customer a holiday grocery list already made out? This recipe inset; the festive touch. (In IGA grocergram, Oct. 1961, p.47) Appl. author: Mary Clare Gerling. © 10ct61; KK161927.

Why does this diet work when the others fail? Sego liquid diet food. (In The Nebraska State medical journal, Sept. 1961, p.24A) Appl. author: Elaine Pautler. © 1Sep61; KK161929.

PET NEEDS, INC. ©
Treated raw beefhide play 'n chew ball, tasty play treat; Expert. © 10Jul61; KK160072.

PETROCELLI CLOTHES, INC. ©
The day Rome fell was the day these American-made suits were introduced. International merger. Appl. author: Will Kaplan Advertising. © 15Sep61; KK162131.

Newspaper mat service, 1961-62. Appl. author: Will Kaplan Advertising. © Petrocelli Clothes; 10Aug61; KK160773.

PETROLEUM KING, INC. TELL CITY PRETZEL CO. SEE Tell City Pretzel Co.

PFAELZER BROTHERS, INC. ©
Now, enjoy at home the famous steaks served by America's luxury restaurants. Prime filet mignon. (In The New Yorker, May 16, 1959, p.176) Appl. author: North Advertising, Inc. © 16May59; KK161819.

PFAFF COOKIE CO. ©
Story Book cookies. Contents four 1/4 doz. packages. © 10Nov61; KK163291.

PFAUDLER PERMUTIT, INC.
Colloidair separator. © Permutit Co., a division of Pfaudler Permutit, Inc. (in notice: Pfaudler Permutit, Inc.); 1Jun60; KK160018.

PFAUDLER PERMUTIT, INC. PERMUTIT CO. SEE Permutit Co.

PHARMACRAFT LABORATORIES. ©
Chic fashionable women like the way Fresh deodorant rolls on instantly. (In McCall's, Sept. 1961, p.51) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons, Inc.; 24Aug61; KK160912.

Effective, but gentle; Fresh cream deodorant protects you the gentle way. (In McCall's, July 1961, p.11) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons, Inc.; 29Jun61; KK160070.

Fenced out; there's no trace of harsh irritation in gentle Fresh cream deodorant. (In Seventeen, Sept. 1961, p.213) Appl. author: Charles Goldschmidt. © 31Aug61; KK161027.

Keep dry; Fresh stick deodorant goes on dry to keep you dry. (In Redbook, Aug. 1961, p.15) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons; 20Jul61; KK160853.

Much cooler inside; Fresh stick deodorant makes you feel air-conditioned. (In True story, Aug. 1961, p.14) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons, Inc.; 6Jul61; KK160875.

Nice to your clothes; Fresh stick deodorant goes on dry, won't mess your clothes. (In Life, Sept. 22, 1961, p.54) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons, Inc.; 20Sep61; KK161354.

No drip; upsi-daisy Fresh instant roll-on deodorant leaves no mess. (In Seventeen, Aug. 1961, p.240) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons; 1Aug61; KK160854.

PHILADELPHIA THEATRE CLUB, INC. ©
Membership application. (Mail order sheet for ordering theatre tickets) Appl. author : Jerome M. Rosenfeld. © 7Aug61; KK160777.

PHILLIPS, RAY. ©
Captain Jack's marine finish. © 7Jul61; KK160450.

PIATT & SMILLIE CHEMICALS, INC. SEE First Chemicals, Inc.

PIERCE MANAGEMENT CORP. ©
Mining engineers and mine managers; reports, geology ... personnel training. © 10Apr61; KK160666.

PIFER, ALBERT D. ©
Marvelous Re-Jewva-Tone growing compound. Contents gal. loose dry measure. © 29Aug61; KK161028.

PIGGLY WIGGLY CORP. ©
Sunset Gold white enriched bread. Net weight 1 1/2 lbs. Appl. author: American Can Co. © 17Jul61; KK160873.

PILLSBURY CO. ©
Ballard Old South corn bread mix. Net wt. 1 lb. 2 1/2 oz. net wt. Appl. states prev. reg. KK141249. NM: additions & changes. © 15Nov61; KK162972.
Cinnamon streusel coffee cake mix; Best XXXX. 14 1/2 oz. net wt. Appl. states prev. reg. KK155999. NM: changes. © 1Oct61; KK162249.
Deluxe applesauce cake mix; Best XXXX. 10 1/2 oz. net wt. Appl. states prev. reg. KK141373. NM: changes. © 30Jun61; KK160901.
Deluxe banana cake mix; Best XXXX. 11 oz. net wt. Appl. states prev. reg. KK141372. NM: changes. © 30Jun61; KK160902.
Deluxe buckwheat mix; Best XXXX. 1 lb. net wt. Appl. states prev. reg. KK136489. NM: changes. © 1May61; KK162973.
Deluxe cherry angel food cake mix; Best XXXX. 15 1/2 oz. net wt. Appl. states prev. reg. KK133546. NM: changes. © 1Oct61; KK162251.
Deluxe creamy vanilla frosting mix; Best XXXX. 13 1/2 oz. next wt. Appl. states prev. reg. KK134627. NM: changes. © 13Jul61; KK160903.
Deluxe frosting mix, creamy caramel; Best XXXX. 12 1/2 oz. net wt. Appl. states prev. reg. KK117188. NM: changes. © 1Jun61; KK160050.
Deluxe frosting mix, creamy fudge; Best XXXX. 12 1/2 oz. net wt. Appl. states prev. reg. KK118078. NM: changes. © 24May61; KK160051.
Deluxe frosting mix, creamy milk chocolate; Best XXXX. 12 1/2 oz. net wt. Appl. states prev. reg. KK129587. NM: changes. © 23May61; KK160048.
Deluxe frosting mix, fluffy pink lemonade; Best XXXX. 6.25 oz. net wt. © 1Jun61; KK160053.
Deluxe frosting mix, fluffy white; Best XXXX. 6 1/4 oz. net wt. Appl. states prev. reg. KK117189. NM: changes. © 20Jun61; KK160052.
Deluxe pancake mix, for waffles, too. Best XXXX. 1 lb. net wt. Appl. states prev. reg. KK136490. NM: changes. © 1May61; KK162974.
Deluxe pink lemonade cake mix; Best XXXX. 1 lb. 4 oz. © 1May61; KK160054.
Deluxe white angel food mix; Best XXXX. 15 1/2 oz. net wt. Appl. states prev. reg. KK117186. NM: changes. © 15Oct61; KK162250.
8 quick family style dinner rolls; Best XXXX. Net weight 8.8 oz. © 5Jul61; KK161396.
Fudge brownies; Best XXXX. Net wt. 1 lb. 2 1/2 oz. © 18Oct61; KK162971.
Grand National cake mix with broil-on topping. Toasty coconut cocoa. Best XXXX. 1 lb. net wt. © 15Oct61; KK162189.
Grand National cake mix with broil-on topping. Toasty sunshine coconut. Best XXXX. 15-3/4 oz. net wt., makes one layer. © 15Oct61; KK162188.
Honest-to-goodness au gratin cheese potatoes; Best XXXX. 6 1/4 oz. net wt. © 1Jul61; KK160900.
Honest-to-goodness home fry potatoes; Best XXXX. 5 oz. net wt. © 1Jul61; KK160899.
Old family recipe date bread mix; Best XXXX. 1 lb. 1 oz. net wt. Appl. states prev. reg. KK155992. NM: changes. © 1Nov61; KK162968.
Old family recipe nut bread mix; Best XXXX. 1 lb. 1 oz. net wt. Appl. states prev. reg. KK155993. NM: changes. © 1Nov61; KK162969.
Old-fashioned ginger molasses cookies; Best XXXX. Net wt. 1 lb. 3 oz. © 18Oct61; KK162970.
12 quick butterflake dinner rolls; Best XXXX. Net wt. 8 oz. Appl. states prev. reg. KK149907. NM: changes. © 8May61; KK160049.

PILLSBURY CO. TIDY HOUSE PRODUCTS. SEE Tidy House Products.

PINDYCK (CHARLES) INC. ©
Carldyke plaid baby blanket. Appl. author: J. W. Bolland, Bolland-McNary, Inc. © 10Nov61; KK163087.
Me Too proportioned fashions for baby. Appl. author: J. W. Bolland, Bolland-McNary, Inc. © 8Nov61; KK162415.
Nursery-rhyme time gift sets by Knitmode. Lil' angel, G200. Appl. author: J. W. Bolland, Bolland-McNary, Inc. © 16Oct61; KK162007.
Twin-Line quilted baby blankets by Carldyke. Style 115. Appl. author: J. W. Bolland, Bolland-McNary, Inc. © 13Oct61; KK162006.

PINKERTON'S NATIONAL DETECTIVE AGENCY, INC. ©
A handbook of Pinkerton services. © 1Apr61; KK161224.

PIOLET BUTTON & NOVELTY CORP. ©
Sport shirt buttons; the original Piolet kit of replacement buttons. Appl. author: William W. Falk. © 7Jul61; KK160092.

PITCAIRN, GARTH. ©
Detroit direct to you. (In The Breeze, Rockledge, Pa., Sept. 7, 1961, p.6) © 7Sep61; KK161490.

PITTSBURGH PLATE GLASS CO. ©
Design of the month. May 1961. © 15Jun61; KK160057.
Design of the month. June 1961. © 5Jul61; KK160035.
Design of the month. July 1961. © 15Aug61; KK160950. Aug. 1961. © 23Aug61; KK160951.
Design of the month. Sept. 1961. © 11Oct61; KK161767.
Design of the month. Oct. 1961. © 31Oct61; KK162330.

PLAS-TEX DIVISION, CAL-DAK CO. SEE Cal-Dak Co. Plas-Tex Division.

PLATT & MUNK CO., INC. ©
The big box, an all-day, all-year treasury of things to do, including coloring, tracing. 291:0395. © 5Jul61; KK161207.
Deluxe Origami mobile kit, the Oriental art of paper folding at its best. 180-D:0395. Bamboo sticks, fine cord. © 25Jul61; KK163455.
The giant alphabet box; the fun of ABC. 285:0295. Each letter in the largest flash cards ever with 26 brilliant illustrations. © 26Jun61; KK161010.
I can color; birds. 270:0200. With a full range of fine coloring pencils. © 12Jun61; KK160299.
I can color; flowers. 271:0200. With a full range of fine coloring pencils. © 12Jun61; KK160301.
I can paint; birds. 280:0295. With a full set of water colors. © 12Jun61; KK160300.
I can paint; flowers. 281:0295. With a full set of water colors. © 12Jun61; KK160302.
I can print. 290:0395. Your 101 piece printing set for stories, letters, notes and games. © 26Jun61; KK161011.
Thornton Burgess animal library. 3750:0125. 8 colorful storybooks. © 5May61; KK160131.

PLUMBING INDUSTRY PROGRESS & EDUCATION FUND. ©
Why fix a drip yourself? Call a qualified plumber displaying this sign: P. I. P. E. (In South Coast news, May 16, 1961) Appl. author: David Olen Advertising. © 13Jun61; KK160342.

POLICE ACTIVITIES LEAGUE, MIAMI, FLA.
Warning notice: protected by central control system. Police Athletic League of Greater Miami. Issued for 1961-2. © Alfred Seymour Cargill d.b.a. Police Activities League, Miami, Fla.; 14Jun61; KK161662.

POMONA TILE MANUFACTURING CO. ©
New, surface quarter-round. (In Tile & architectural ceramics, June 1961, p.2 of cover) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 27Jun61; KK159936.
This is Pomona tile. (In House beautiful, Aug. 1961, p.50) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 19Jul61; KK160353.
This is Pomona tile working for you. (In Tile & architectural ceramics, July 1961, p.2 of cover) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 14Jul61; KK160354.

POND (A. H.) CO., INC. ©
Choosing your diamond rings. Keepsake. [Groom standing at bride's side] NM: additions & revision. Appl. author: Conklin, Labs & Bebee, Inc. © 12Jul61; KK160778.
Choosing your wedding rings. Keepsake. [Groom placing ring on bride's finger] NM: additions & revision. Appl. author: Conklin, Labs & Bebee, Inc. © 12Jul61; KK160779.

PONDYARD STAMP CO. ©
Save time, make professional landscape plans in minutes. The Planview 18 rubber stamp set. Appl. author: Erling H. Damgaard. © 1Jun61; KK160482.

POOL-PLA-POLE CO. ©
Pool-Pla-Pole, the practical toy for water fun and safety. © 20Oct61; KK161999.

POPE, J. E. ©
Notice to the smoker of this cigarette. © 25Jan61; KK162252.

PORRIDGE PRODUCTS CO. ©
Puppy Porridge, new pan feeding formula for starting, weaning and growing puppies. 25 lbs. net. © 1May61; KK160157.

POWELL'S, INC. ©
Golden, delicious peanut brittle. Net weight 13 ounces. © 20Sep60; KK161884.

POWER ENGINEERING CO., INC. ©
PEC movable walls. (Bulletin no.120) © 21Aug61; KK161356.

PREFERRED BUSINESS SERVICE CORP. ©
How a packaging manufacturer keeps up to date on sales. © 8Dec61; KK163401.
If you were looking for an abacus operator, we might have some trouble helping you promptly. © 22Jun61; KK163403.
Who's out today? Let an angel in disguise from Preferred fill in temporarily. © 13Nov61; KK163404.

PREWITT (J. NELSON) INC. ©
Lady Matey for the bath. 12 fl. oz. © 1Nov61; KK163346.

PRICE (L. B.) MERCANTILE CO. ©

It's easy to make money being a quality home service representative, sell the world's best Lady Price textile products. © 13Jun61; KK160407.

PROCTER & GAMBLE CO. ©

Are you still using regular toothpaste, when you could be reducing cavities with Crest? (In Minneapolis morning tribune, Mar. 24, 1961, p.11) Appl. author: Benton & Bowles, Inc. © 24Mar61; KK159475.

The cavities they didn't have should change your mind about toothpaste. Crest. (In Reader's digest, Canadian, May 1961, p.218-219) Appl. author: Benton & Bowles, Inc. © 21Apr61; KK161461.

Creamy pink Thrill for dishes. King size. Net contents 1 quart liquid. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 1Jun61; KK161905.

Enter this special money game contest and win cash up to $500.00. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 12Oct61; KK162122.

Enter this special portrait contest and win an oil painting of your own child, grandchild or favorite relative. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 12Oct61; KK163123.

Enter this special route to riches contest and win cash up to $500.00. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 12Oct61; KK162121.

Enter this special Value Land contest and win cash, up to $500.00. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 12Oct61; KK162124.

Help spare them the tooth trouble you had. Crest toothpaste. (In Parents' magazine, Mar. 1961, p.9) Appl. author: Benton & Bowles, Inc. © 25Apr61; KK161487.

Help spare them the tooth trouble you had. Crest toothpaste. (In Parents' magazine, June 1961, p.13) Appl. author: Benton & Bowles, Inc. © 25May61; KK161459.

Here's your official entry blank. Cash carnival contest. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 14Aug61; KK161221.

Ivory liquid, gentle white detergent for dishes, fine fabrics. King size. Net contents 1 quart liquid. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 26Jun61; KK160885.

Joy, liquid for dishes. King size. Net contents 1 quart liquid. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 7Aug61; KK160884.

Mr. Clean all-purpose cleaner. Bar-b-q specials. Giant size. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 12Apr61; KK160789.

Mr. Clean all-purpose cleaner. Free spatula. King size. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 5Jul61; KK160790.

Mr. Clean all-purpose cleaner. Spring savings. Giant size. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 15Mar61; KK160788.

New, all-purpose cleaner, Mr. Clean. Giant size. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 4Aug58; KK16078[illegible].

Salvo, big white tablets made to end underclean washes. (In Pictorial living (San Francisco examiner) Nov. 12, 1961, p.11) Appl. author: Leo Burnett Co., Inc. © 12Nov61; KK162761.

PRODUCERS CREAMERY CO. ©

Morzest powdered morel mushroom seasoning. Net wt. 8 oz. Appl. author: W. T. Crighton. © 10Oct61; KK163072.

PROSPERITY CO.

Transmitted vibration eliminated; Power-Ramic fully automatic washer extractor 50W/E. (In American laundry digest, July 15, 1961, p.4 of cover) Appl. author: W. C. Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Jul61; KK160745.

Variable speed; Power-Ramic 40, 40 lb. synthetic cleaning unit. (In American drycleaner, Aug. 1961, p.33) Appl. author: W. C. Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 5Aug61; KK160746.

PULLMAN VACUUM CLEANER CORP. ©

Porter, the most versatile cleaning tool in the whole wide world. Appl. author: Stanley Berns. © 6Dec61; KK163499.

Syph-O-Pump, automatic drain pump, empties 360 gallons per hour. Appl. author: Stanley Berns. © 6Dec61; KK163498.

PURCELL, EMMET J. SEE Island Sun Co.

Q

QUAKER STATE OIL REFINING CORP. ©

The best engine life preserver. (Quaker State engine life preserver & design) (In Time, June 16, 1961, p.32) © 16Jun61; KK161499.

Engine life preserver. (In The Saturday evening post, Aug. 19, 1961, p.4) © 19Aug61; KK161311.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Alone among all breads, only one can pass both of these tests: batter whipped Sunbeam. (In Evening tribune, San Diego, Calif., Sept. 12, 1960, p.A10-11) © 12Sep60; KK162818.

Compare, Sunbeam's the softest, freshest bread ever. (In Post-bulletin, Rochester, Minn.) © 13Apr61; KK160031.

Compare, Sunbeam's the softest, freshest bread ever; tenderly twisted to lock freshness and flavor in. (In Post-bulletin, Rochester, Minn., June 15, 1961, p.7) © 15Jun61; KK161209.

Dreikorn's album of good living in New England. New England sightseeing. Orange wrap enriched bread. (In Daily Hampshire gazette, June 26, 1961, p.5) © 26Jun61; KK160350.

Dreikorn's album of good living in New England. Traditional New England dishes. Orange wrap enriched bread. (In Holyoke transcript-telegram) © 22May61; KK160349.

Hi, neighbor, how do you buy bread, guesswork or guarantee? (In Olean times herald, May 22, 1961, p.9) © 22May61; KK161210.

How do you buy bread? Guesswork or guarantee, Mack's soft twist Sunbeam stays fresh longer. (In Bangor daily news, May 26, 1961, p.8) © 26May61; KK161208.

How do you buy bread, guess work or guarantee? Only Sunbeam guarantees freshness. (In Bath daily times, May 18, 1961) © 18May61; KK162264.

Kreamo, bread with a bonus. (In The News-palladium, Benton Harbor, Mich.) © 24Apr61; KK160030.

Kreamo, bread with a bonus. [Man & small boy] (In The News-palladium, Benton Harbor, Mich.) © 3May61; KK160972.

Look, Annie, it's batter whipped. Sunbeam white enriched bread. © 1Apr61; KK160136.

Look for Miss Sunbeam, quality symbol of America's first family of baked foods. (In Saturday evening post, Oct. 14, 1961, p.52, © 14Oct61; KK162090.

Look, ma, Batter Whipped Blue Ribbon passes this tenderness test. Schmidt's. (In The Carroll County times, Westminster, Md., Sept. 7, 1961) © 7Sep61; KK161483.

My masterpiece. Sunbeam white enriched bread. © 1May61; KK160137.

Only Sunbeam is really batter whipped; that's why Sunbeam gives you homogenized quality. Enriched bread. (In The Nashville banner, May 31, 1961, p.50) © 31May61; KK160974.

See how tender bread can be? It must be batter whipped Sunbeam. (In Stockton record, Apr. 19, 1961, p.24-25) © 19Apr61; KK160249.

See how tender bread can be! It must be batter whipped Sunbeam. (In The State, Columbia, S. C., Sept. 20, 1961) © 20Sep61; KK163040.

Soft, soft, soft as a spring cloud; softer, fresher, more flavorful. New Soft Kurl Sunbeam. Stroehmann. (In The Evening times, Sayre, Athens, South Waverly, Pa. & Waverly, N. Y., Mar. 13, 1961, p.10) © 13Mar61; KK160348.

Soft, soft, soft as a spring rain; the fresher bread that stays fresh longer. Tendr Kurl Sunbeam. (In Charleston daily mail) © 15May61; KK160351.

Sunbeam for heavenly toast. White enriched bread. © 1Mar61; KK160138.

Unlike ordinary bread, batter whipped Sunbeam brings you homogenized quality. (In Huntington advertiser) © 27Apr61; KK160248.

Unlike ordinary bread, batter whipped Sunbeam brings you homogenized quality. Mootz's. (In Huntington advertiser) © 27Apr61; KK160973.

What do you know? Bread that's homogenized. Mootz's Sunbeam. (In The Portsmouth times) © 1May61; KK160250.

What do you know, bread that's tested! Of course, it's batter whipped. Sunbeam. (In The State, Columbia, S. C., Sept. 27, 1961, p.8-A) © 27Sep61; KK163039.

Who's ready for fourths? Franks and burgers ... on tender Stroehmann Sunbeam rolls. (In Williamsport sun-gazette) © 28Jun61; KK160971.

Why buy ordinary bread with holes, streaks, poor end slices, when you can buy premium quality Batter Whipped Sunbeam? (In The New London evening day, May 19, 1958, p.6-7) © 19May58; KK161482.

Why weight? Buy new Sunbeam, now with all vegetable shortening. (In The Millville daily, Sept. 18, 1961, p.5) © 18Sep61; KK162265.

You see by the shape that it's new, new, new. Sunbeam's Angel Chiffon. (In The Parkersburg sentinel, Jan. 26, 1961, p.16) © 26Jan61 (in notice: 1960); KK162817.

QUALITY CHEKD DAIRY PRODUCTS ASSN. ©

Black cherry chunk special flavor ice cream. 1/2 gal. liquid. © 1Feb61; KK161511.

Chocolate nut sundae special flavor ice cream. Gilt Edge Farms. 1/2 gal. liquid. © 1Apr61; KK1[illegible].

Holiday fruit special flavor ice cream. 1/2 gal. liquid. © 1Apr61; KK161514.
Pecan toffee special flavor ice cream. 1/2 gal. liquid. © 1Feb61; KK161515.
Real peach special flavor ice cream. Farmers Creamery. 1/2 gal. liquid. © 1Apr61; KK162617.
Toasted almond fudge special flavor ice cream. Tucker Dairy Co. 1/2 gal. liquid. © 1Feb61; KK162618.

R

RAB. SEE Radio Advertising Bureau, Inc.

R.L. INC. SEE Roebic Laboratories, Inc.

RADIO ADVERTISING BUREAU, INC. ©
The department store challenge. Report 3. © 30Jun61; KK160796.
An in-depth study of nighttime radio. © 7Jul61; KK160797.
Inside outdoor. © 16Jun61; KK160795.
The largest study of item sales results ever published. © 16Jun61; KK160794.

RAINBOW MAGIC FLORAL DYES.
Something new and different for flower lovers, gardeners and floral arrangers. © Maude Helwig d.b.a. Rainbow Magic Floral Dyes; 30Apr61; KK161133.

RAISIN TOY CO. ©
Build a pre-fab toy. Ages 5-12. Appl. author: Elizabeth E. Raisin. © 11Sep61; KK162875.

RAMBUSCH DECORATING CO. ©
Gothic series. X-3. Appl. author: Edward Rambusch. © 10Oct61; KK162147.
Lighting. Downlite. DL-2--DL-6. Appl. author: Edward Rambusch. © 10Oct61; KK162148.
Lighting. Pinhole Downlite. DL-18--DL-19. Appl. author: Edward Rambusch. © 10Oct61; KK162144.
Lighting. Recessed domes. DO-1--DO-2. Appl. author: Edward Rambusch. © 10Oct61; KK162146.
Lighting. Shovelite. DL-15--DL-16A. Appl. author: Edward Rambusch. © 10Oct61; KK162145.

RAMROD PRODUCTS CO. ©
Another fun product by Toby Toy. Fantastic new fun game, Net-A-Ball. © 5Dec60; KK161234.

RAMSEY CORP. ©
Hold this page up to the light, see how much more flushing space you get with Ramco C-9 backbone. (In Motor, June 1961, p.69-70) Appl. author: Hanson & Stevens, Inc. © 15Jun61; KK160439.
Hold this page up to the light. See how the Ramco C-9 backbone makes the difference. (In Motor, Nov. 1961, p.119-120) Appl. author: Hanson & Stevens, Inc. © 15Nov61; KK163393.
Hold this page up to the light. See how the Ramco C-9 backbone prevents override malfunctions, comebacks. (In Motor, Aug. 1961, p.151-152) Appl. author: Hanson & Stevens, Inc. © 15Aug61; KK162424.
The one oil ring that will flush the most oil is the one you should sell. Ramco's backbone design makes the C-9 the only oil ring with uninterrupted non-clogging flushing action. (In Jobber topics, Oct. 1961, p.191-196) Appl. author: Hanson & Stevens, Inc. © 15Oct61; KK162423.

RANCHO SANTA MARIA. ©
Rick's Rancho child's souvenir menu. © 19Jul61; KK161373.

REACH, PATRICIA. ©
Mobile tree; the perfect holiday decoration for your mantle, table or centerpiece. © 7Apr61; KK160467.

REARDON CO. ©
You say you want one paint you can use on 9 different materials? Bondex multi-surface latex paint. (In American paint & wallpaper dealer, Aug. 1961, p.14) Appl. author: D'Arcy Advertising Co. © 1Aug61; KK160507.
You say you've got wet and rough basement walls? Bondex heavy duty waterproofer. (In American painter and decorator, May 1961, p.2 of cover) Appl. author: D'Arcy Advertising Co. © 1May61; KK160205.

RED HEART DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co. Red Heart Division.

REFLECTOR HARDWARE CORP. ©
New 4 x 5, 5 x 5 discount-marketier. © 3Aug61; KK160861.
New 7000 system RHC Spacemaster deep-rim counter. No.P4106 counter. © 3Aug61; KK160860.
New shoe merchandiser. Spacemaster. No.VU5775 starter unit. © 3Aug61; KK160862.

REILY (WILLIAM B.) & CO., INC. ©
Ah-h-h, coffee. Luzianne. (In The Times-picayune, New Orleans, Aug. 31, 1961, section 4, p.3) Appl. author: Walker Saussy Advertising, Inc. © 31Aug61; KK161163.
Automatic West Bend percolator, only $5.95 with $6.00 gift certificate in Luzianne. Coffee and chicory. (In Progressive farmer, Nov. 1961, p.72) Appl. author: Walker Saussy Advertising, Inc. © 1Nov61; KK163487.
Luzianne coffee and chicory. Net wt. 3 lbs. (Luzianne 3 lb. can with blue percolator offer) © 5Sep61; KK161751.
Luzianne coffee & chicory. 100% good. Net weight one pound. (Luzianne 1 lb. can with blue percolator offer and red cup) © 5Sep61; KK161750.
Luzianne coffee and chicory. 1 lb. net weight. (Luzianne white bag with percolator offer) © 5Sep61; KK161749.

REINHART, ARTHUR L.
Reinhart's famous chocolate covered and hand decorated bourbon & rum party cakes. 24 petits fours. © Arthur L. Reinhart d.b.a. Reinhart's; 22Sep61; KK161423.

REINHART, ARTHUR L. SEE Reinhart's.

REINHART'S.
Famous chocolate covered and hand decorated bourbon & rum party cakes. 24 petits fours. © Arthur L. Reinhart d.b.a. Reinhart's; 22Sep61; KK161423.

REINHART'S. SEE Reinhart, Arthur L.

REITER-ROSS, INC. ©
ЯR. Playing cards. © 14Aug61; KK161607.

RELAXACIZOR, INC. ©
Why Relax-A-Cizor is different from reducing plans. (In Charm, June, 1959, p.16, 19) © 1Jun59; KK162825.

RELIEF PRINT. CORP. ©
Sales stimulator catalogue. © 1Jun61; KK160268.

RELSKY (L.) & CIE.
If you like orange juice, you'll love a screwdriver. Relska vodka. (In The Tampa tribune, Sept. 6, 1961, p.8) © L. Relsky & Cie, division of Heublein, Inc.; 6Sep61; KK163013.
Relska makes a tastier gimlet, just add Rose's lime juice. Relska vodka. (In The Tampa tribune, Sept. 15, 1961, p.8-A) © L. Relsky & Cie, division of Heublein, Inc.; 15Sep61; KK163014.
Vodka makes new drinks, try them with Relska. (In The Tampa tribune, Sept. 8, 1961, p.12-A) © L. Relsky & Cie, division of Heublein, Inc.; 8Sep61; KK163015.

RENDINA, LEO. ©
Our great catalog; designs of all kinds. © 18Aug61; KK161585.

RENFIELD IMPORTERS, LTD. ©
Afterwards, a toast to fisherman's luck. Pride of cognac, Remy Martin. (In Sports afield, May 1959, p.14) Appl. author: Reach, McClinton & Co., Inc. © 25Apr59; KK161381.
The secret of fine cognac is found between the cask and the bottle. Remy Martin & Co. V. S. O. P. brand. (In Holiday, Dec. 1959, p.232) Appl. author: Reach, McClinton & Co., Inc. © 15Nov59; [illegible]

REPUBLIC MOLDING CORP. ©
Beautiful, functionally styled sink accessories. Polly Flex housewares. No.171 dish pan. Appl. author: Elon C. Olson. © 10Jul61; KK160917.
For anything worth keeping, keep in Freezettes flats containers to meet every food storage need. No.137 crisper. Appl. author: Elon C. Olson. © 10Jul61; KK160918.
It's all new, Republic's '62 Freezette program. Appl. author: Elon C. Olson. © 18Dec61; KK163410.
An original Republic Freezette flat versatile food storage container. Stock no.160. Appl. author: Elon C. Olson. © 10Jul61; KK160916.
Polly Flex housewares. Modern contemporary dish pan. Stock no.171. Appl. author: Elon C. Olson. © 10Jul61; KK160919.

REPUBLIC NATIONAL BANK OF DALLAS. ©
An announcement of importance to all parents who want the best in life for their children: Republic National Bank's new service, H. E. L. P., higher education loan plan. © 11Jun61; KK159932.

RESEARCH-COTTRELL, INC. ©
Fly ash collector systems. (Bulletin RC 553) Appl. author: Donald C. Huber. © 18Oct61; KK162496.

RESTONIC CORP. ©
Beware this modern health threat. Orthotonic corrective center, extra firm mattress. (In Life, Sept. 8, 1961, p.124) Appl. author: Bozell & Jacobs, Inc. © 6Sep61; KK161412.
Special sale, featuring what we believe to be the 1st major improvement of innerspring construction in the last 10 years; Flexrite permanent edge. Flexoform smooth-top mattress. (In Good housekeeping, Aug. 1961, p.139) Appl. author: Bozell & Jacobs, Inc. © 20Jul61; KK160434.

REVLON, INC. ©
Don't let her slip through your fingers; customers return to the salon that offers a manicure service. Deluxe manicure tray no.1679. (In American hairdresser, Nov. 1959, p.10-11) Appl. author: Warwick & Legler, Inc. © 1Nov59; KK161588.

REVLON, INC.-Con.

Extraordinary what a drop of Paris can do. Cherished as one of the world's seven great fragrances: Intimate, by Revlon. (In Metropolitan opera program, Nov. 20, 1961, p.4) © 20Nov61; KK163037.

Extraordinary what a drop of Paris can do. Intimate, cherished as one of the world's seven great fragrances. (In Harper's bazaar, Dec. 1961, p.3) © 1Dec61; KK163034.

Eyes so gloriously green with the new fresh emeralds' look. (In Sunday news, New York, Sept. 24, 1961, p.117) Appl. author: Warwick & Legler, Inc. © 24Sep61; KK161462.

It happened overnight, this electric change in the mood of make-up. Tint Cerisienne. (In Vogue, Nov. 15, 1961, p.6-7) © 15Nov61; KK163033.

Love-Pat, the classic, carefree, chic way of making up, touching up, looking lovely. (In Good housekeeping, Oct. 1961, p.15) © 19Sep61; KK163035.

Revlon presents Softint proteinized creme hair color. The Predict-A-Mat, Revlon's new simplified method of color selection. NM: new matter. © 25May61; KK162494.

Revlon translates from the French: red authentic, red romantic, the brilliance that was Versailles. Louis XIV red. (In Life, Oct. 6, 1961, p.58-59) Appl. author: Warwick & Legler, Inc. © 6Oct61; KK161992.

To the woman who could weep because her skin beauty is drying out, the Moon Drops moisture method by Revlon. (In Good housekeeping, Oct. 1961, p.5) © 19Oct61; KK163036.

Today, Revlon ends the secrecy. Eterna 27, with exclusive Progenitin. Can a cream really make dramatic improvements in aging skin? (In The New York times, Oct. 1, 1961, p.114) © 1Oct61; KK162129.

Today, Revlon ends the secrecy. Eterna 27, with exclusive Progenitin. Is such an achievement possible? (In Town & country, Oct. 1961, p.12-13) © 5Oct61; KK162130.

Too late for a hand lotion, but not for Silicare. (In Look, Dec. 5, 1961, p.15) Appl. author: Warwick & Legler, Inc. © 5Dec61; KK163038.

REYNOLDS MANUFACTURING CO. ©

The star of the show, Reyco model 41 spring suspension. (In Transport topics, June 12, 1961, p.19) © 12Jun61; KK160277.

Years ahead; greatest of the Reyco family of single, tandem, tri-axle suspensions. Reyco 41. (In Transportation supply news, Jan. 1961) © 10Jan61 (in notice: 1960); KK160276.

REYNOLDS METALS CO. ©

Aluminum ingot products. © 1Aug61; KK163265.

RICCARDO KITCHENS, INC. ©

Fresh frozen Rico brand buttered green nooodles with parmesan cheese. Net wt. 14 oz. © 1Nov61; KK163379.

RICHARDS MANUFACTURING CO. ©

Replacement prostheses for middle-ear surgeries, polyethylene. Shea stapes replacement struts. Appl. author: Harry T. Treace. © 22Sep61; KK161739.

Shea micro-surgery photo equipment. No.1222B Shea auxiliary viewer. Appl. author: J. Don Richards. © 3Oct61; KK162105.

RIEGEL. SEE Riegel Paper Corp.

RIEGEL PAPER CORP. ©

Alaska neapolitan ice cream. Design no.2018. One half gallon liquid. © 8Aug61; KK160859.

Design no.404. 3 dozen eggs. © Riegel, accepted alternative designation of Riegel Paper Corp.; 12Oct61; KK162308.

Design no.2014. One gallon liquid. © 25Aug61; KK161184.

Design no.2015. Pineapple, orange, lemon & lime sherbet. Four one-half gallon cartons. © 17Jul61; KK160452.

Dunkirk ice cream; vanilla. Design no.2010. One-half gallon liquid. © 25May61; KK162296.

Elzea's Poultry Farms grade A, large eggs. Design no.291L. One dozen. © 1Sep61; KK161185.

Key Markets fresh eggs. Design no.294-L. One dozen. © 13Nov61; KK162756.

United Dairies banana-strawberry Revel ice cream. SEE Allied Packaging Council.

Wilson's Fashion Figure ice milk; vanilla. Design no.2022. One half gallon liquid. © 17Nov61; KK162771.

RIES (IWAN) & CO.

Pipe smoking is an art, may we show you. (In The Wall Street journal, Midwest ed., Feb. 17, 1961) © Charles Levi & Stanley Levi d.b.a. Iwan Ries & Co.; 17Feb61; KK160130.

ROARK, HAROLD. SEE Roark Cleaners.

ROARK CLEANERS.

Scotch club. © Harold Roark d.b.a. Roark Cleaners; 25Apr61; KK159982.

ROCK OF AGES. ©

In every field, there is one outstanding value to which all others are compared. In memorials, that one is Rock of Ages. (In House beautiful, Sept. 1961, p.15) © 18Aug61; KK160944.

ROCKY MOUNTAIN METAL PRODUCTS CO. ©

Announcing a new RM service, orthodontic office-planning exchange. Copy: Steve Demarest. Art: Gene Kramer. (In American journal of orthodontics, Aug. 1961, p.22) © 15Aug61; KK161610.

Eyes have been on RM preforms for a long time, ever since we introduced chrome alloy prefabrication in the 1930's. Contoured molar bands. Copy: Steve Demarest. Art: Gene Kramer. (In American journal of orthodontics, Oct. 1961, p.20-24) © 15Oct61; KK162439.

For over a quarter century Rocky Mountain has been continually increasing its individual service facilities for the orthodontist. Copy: Martin Hamilton. Art: Jim Bolles, Comart Assoc., Inc. (In American journal of orthodontics, Sept. 1961, p.21-24) © 15Sep61; KK162437.

Growth and development. Orthodontics. Copy: Martin Brusse. Art: Bradley Lane Advertising Agency, Gene Kramer. (Series of man) (In The Denver post, Apr. 19, 1961, p.26) © 19Apr61; KK160379.

Love and care. Orthodontics. Copy: Martin Brusse. Art: Bradley Lane Advertising Agency, Gene Kramer. (Series of man) (In The Denver post, Apr. 18, 1961, p.12) © 18Apr61; KK160380.

New RM arrivals, Quik-Wing edgewise brackets. Copy: Steve Demarest. Art: Gene Kramer. (In American journal of orthodontics, Aug. 1961, p.38) © 15Aug61; KK161612.

The Nuk Sauger program, a promising development for prevention and early care. Copy: Martin Brusse. Art: Gene Kramer, Bradley Lane Advertising. (In ASHA, June 1961, p.192) © 10Jun61; KK160377.

Orders are given to march ahead. Copy: Martin Brusse. Art: Bradley Lane Advertising Agency (Gene Kramer) © 24Apr61; KK160378.

Some interesting information on the Nuk Sauger market research program. Copy: Martin Brusse. Art: Gene Kramer, Bradley Lane Advertising. (In American journal of orthodontics, June 1961, p.29) © 15Jun61; KK160381.

Some interesting information on the Nuk Sauger market-research program. (In American journal of orthodontics, July 1961, p.31) Copy: Martin Brusse. Art: Gene Kramer. © 15Jul61; KK160433.

Special report on RM Nuk Sauger exercisers. Copy: Steve Demarest. Art: Gene Kramer. (In American journal of orthodontics, Aug. 1961, p.23-26) © 15Aug61; KK161613.

Stress-relieving and heat-treating. No.5. Copy: Martin Brusse. Art: Gene Kramer. (In American journal of orthodontics, Aug. 1961, p.37) © 15Aug61; KK161611.

Thumb-sucking, reverse swallowing and tongue-thrusting are problems of concern for you. Primary exerciser. Copy: Steve Demarest. Art: Gene Kramer. (In Journal of the American Speech & Hearing Assn., Sept. 1961, p.296) © 10Oct61; KK162438.

ROEBIC LABORATORIES, INC. ©

Life in a septic tank or cesspool; Formula K-37 for septic tanks, K-47 for cesspools. NM: new matter. © 2Oct61; KK161523.

ROMA WINE CO. ©

Picture labels are on the way. (In The Rhinelander daily news, Aug. 9, 1961, p.4) © 9Aug61; KK161198.

RONSON CORP. ©

Ronson invents the most windproof lighter ever, 2.95. Typhoon. (In Field & stream, Sept. 1961, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 27Aug61; KK161390.

This lighter has no lighter fluid in it; Varaflame. (In Reader's digest, Oct. 1961, p.267) Appl. author: Doyle Dane Bernbach, Inc. © 28Sep61; KK162849.

ROSE MANUFACTURING CO. ©

Prevent mashed hands with the Safe-Hi tool holder. © 22Jun61; KK160415.

Safe-Hi, the seat belt you can live with. Premium model, no.850. © 10Feb61; KK160414.

ROTHMAN, HARRY. ©

Did Rothman really corner the market on cashmere? Cashmere suits. (In The New York times, Oct. 31, 1961, p.16) © 31Oct61; KK162142.

Do you know what this college man knows? Imported English tweed Ivy suits. (In The New York times, Aug. 22, 1961, p.16) © 22Aug61; KK160857.

Guess who? Imported worsted hand-tailored suits. (In The New York times, Nov. 24, 1961, p.26) © 24Nov61; KK162779.

How does Harry Rothman do it? Don't ask how or why. Imported cashmere and wool outercoats. (In The New York times, Oct. 17, 1961, p.27) © 17Oct61; KK161885.

There's a school of higher learning on Fifth Avenue at 18th Street. 3 piece Ivy hopsacking suits. (In The New York times, Aug. 29, 1961, p.20) © 29Aug61; KK160990.

30 minutes is all it takes. Imported worsted hand-tailored suits. (In The New York times, Aug. 21, 1961, p.31) © 21Aug61; KK161343.

What every father knows. Suit story for the Ivy man. (In The New York times, Sept. 6, 1961, p.26) © 6Sep61; KK161084.

You can verify these 3 tips in 30 minutes. This is our finest; just wait 'til you give this hand-tailored suit the mirror test. (In The New York times, Oct. 3, 1961, p.32) © 3Oct61; KK161625.

ROTO-SWING DOOR CO. ©

Here's all you need to make any door automatic without removing the door from the frame. Roto-Matic conversion unit. (In Progressive grocer, June 1961, p.170) Appl. author: John C. Catlett. © 1Jun61; KK160200.

ROYAL CROWN COLA CO. ©

Love it, the new day cola with the refreshing difference. (In Reader's digest, July 1961, p.1) Appl. author: Tom Carpenter. © 21Jun61; KK160203.

Umm, tastier; the new-day cola with the refreshing difference. (In Reader's digest, Sept. 1961, p.164) Appl. author: Tom Carpenter. © 21Aug61; KK161000.

RUBBERMAID, INC. ©

All-season boot tray. No.1400. © 19Jun61; KK161940.

Bathtub vanity. No.2855. © 23Jun61; KK160718.

Deluxe toilet bowl brush set. No.8719. © 22Jul61; KK161939.

Laundry basket. No.2967. © 23Jun61; KK160720.

Roll-out storage drawer. No.2308. © 15Sep61; KK161934.

Roll-out storage drawer. No.2310. © 15Sep61; KK161935.

Roll-out vegetable drawer. No.2312. © 15Sep61; KK161937.

Slide-out lid rack. No.2313. © 15Sep61; KK161933.

Storage turntable. No.2302. © 15Sep61; KK161932.

Transom pad. No.1656. © 30Aug61; KK161936.

Turntable bin. No.2303. © 15Sep61; KK161938.

Wagon rug, one piece mat for station wagon rear decks. © 13Jul61; KK160603.

Wastebasket. No.2941. © 2Jun61; KK160717.

Wastebasket. No.2955. © 30Jun61; KK160719.

RUBINSTEIN (HELENA) INC. ©

And this is my homework for beauty and fun. Bio-Clear medicated kit. (In Seventeen, Sept. 1961, p.25) © 29Aug61; KK161238.

Bye now, going to do my beauty homework. Bio-Clear. (In Seventeen, Nov. 1961, p.55) © 31Oct61; KK162527.

Fast-acting, safe, new organic sulfur therapy for acne patients. Bio-Clear. (In The American journal of nursing, Nov. 1961, p.8) © 25Oct61; KK162522.

Homework for beauty, by Helena Rubinstein. Bio-Clear kit. (In Seventeen, Sept. 1961, p.88) © 29Aug61; KK161239.

I never expected him to call. New Bio-Clear drug discovery gives fast help for acne breakouts. (In Seventeen, Oct. 1961, p.67) © 28Sep61; KK161797.

Let's talk about your skin, by Helena Rubinstein. Beauty in any language. Water Lily pore lotion. (In Seventeen, Nov. 1961, p.81) © 31Oct61; KK162524.

Let's talk about your skin; signs that lead to beauty. Bio-Cleanser. (In Seventeen, Oct. 1961, p.62) © 28Sep61; KK161812.

The living look of young color, yours with Helena Rubinstein's new Crowning Color cream tint. (In Dallas times herald, Apr. 30, 1961, p.6E) © 30Apr61; KK159933.

Now legendary beauty is yours with Helena Rubinstein's new masterpiece, the Herbessence collection. Skin Life cream. (In Vogue, Oct. 15, 1961, p.16) © 12Oct61; KK161991.

Secrets of a blissful brunette. Crowning Color cream hair tint. (In The Philadelphia inquirer magazine, Oct. 1, 1961, p.16) © 1Oct61; KK161968.

Secrets of a relaxed redhead. Crowning Color cream hair tint. (In The Philadelphia inquirer, Oct. 15, 1961, p.51) © 15Oct61; KK162010.

Secrets of a satisfied blonde. Crowning Color cream hair tint. (In The Philadelphia inquirer magazine, Sept. 17, 1961, p.19) © 17Sep61; KK161967.

Special sale; from morning 'til evening, give your skin the soft, glowing look, keep it dewy-younger all day with Helena Rubinstein's Skin Dew. (In The New York times, Sept. 24, 1961, p.104) © 24Sep61; KK161965.

Woman to woman, Helena Rubinstein says Ultra Feminine is the face cream that lets you stop worrying about dryness-wrinkles, stop worrying about telltale years. (In The New York times, Sept. 24, 1961, p.116) © 24Sep61; KK161966.

RUDD-MELIKIAN, INC. ©

Brew-A-Cup is the only coffee machine that meets our five critical operational checkpoints. Endorsed by Harry Schwartz & 3 others. (In Vend, July 1, 1961, p.56-57) Appl. author: Harris D. McKinney, Inc. © 1Jul61; KK160179.

Food and Beverage Division. Flavor sales with profits. Appl. author: Harris D. McKinney, Inc. © 25Oct61; KK161952.

Look, all this from 2 machines. (In Vend, Nov. 1, 1961, p.108-109) Appl. author: Harris D. McKinney, Inc. © 1Nov61; KK162221.

New, from Rudd-Melikian, more delicious soups for vending. (In Vend, Dec. 15, 1961, p.27-28) Appl. author: Harris D. McKinney, Inc. © 15Dec61; KK163241.

Now, the practical answer to full-line vending. Only two basic units, new Full-Line Vendor, and new, restyled Brew-A-Cup offer simple yet complete service to your locations. (In Vend, Nov. 15, 1961, p.31-34) Appl. author: Harris D. McKinney, Inc. © 15Nov61; KK162704.

Why do we like Brew-A-Cup? Because it works. Endorsed by Bob Rocchio & 6 others. (In American automatic merchandiser, June 1961, p.98-99) Appl. author: Harris D. McKinney, Inc. © 15Jun61; KK159891.

RUDOW, WILLIAM B. ©

Time saving tips. Kluge KG571. NM: general rearrangement. © 28Jun61 (in notice: 1960); KK160150.

RUDY'S FARM CO. ©

Country sausage. One pound net wt. © 28Sep61; KK161799.

RUSHTON CO. ©

Assortment no.622V, adorable all plush, soft stuffed, bear, puppy, kitty and piggie. Appl. author: Mary P. Rushton. © 31Oct61; KK163129.

RUST-OLEUM CORP. ©

Snorkel automotive rust-stopping kit. Appl. authors: Robert A. Fergusson & Robert P. Gray. © 23Aug61; KK162000.

S

S. & A. CO. SEE Strohmeyer & Arpe Co.

S & W FOODS, INC. ©

Some beans are good enough for S & W; some are not. Coffee. (In Los Angeles times, Sunday supplement, May 21, 1961, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 21May61; KK160216.

SB&P CO., INC. SEE Sentinel Bag & Paper Co., Inc.

S. C. SEE Sunbeam Corp.

S. C. C. T. M., INC. SEE Silk City Ceramics & Tool Manufacturing, Inc.

SKI. SEE Sesa-Kraft, Inc.

S.M.B. CO. SEE Salerno-Megowen Biscuit Co.

SAALFIELD PUB. CO. ©

Dondi super slate fun. SEE Chicago Tribune New York News Syndicate.

Peanuts super slate fun. SEE United Features Syndicate, Inc.

Raggedy Ann and Raggedy Andy super slate. SEE Bobbs-Merrill Co., Inc.

Rivets super slate. SEE Chicago Sun Times Syndicate.

Scrambled Headlines from storyland. SEE Key Games Co.

Special detective, Speedway; 2 exciting games. © 6Jan60 (in notice: 1959); KK161109.

Tammy Marihugh dolls, costumes and scissors. SEE Marihugh, Tamra Lea.

Tammy's super slate. SEE Marihugh, Tamra Lea.

Tuesday Weld paper dolls, costumes, scissors. SEE Weld, Tuesday.

ST. REGIS PAPER CO. GULF CARTON DIVISION. ©

Ford's special ice cream; chocolate. Design no.303G. Contents one half gallon liquid. Appl. author: Morgan H. Sturdivant. © 10Aug61; KK162518.

Seale-Lily sherbet; pineapple. Design no.207G. Contents one half gallon liquid. Appl. author: Thomas L. Lang, Jr. © 1Sep61; KK162517.

SALERNO-MEGOWEN BISCUIT CO. ©

Butter cookies. Net weight 9 ounces; 50 cookies. © 26Sep61; KK161525.

Coconut bars; with imported coconut. Net weight 9 ozs. © 24Nov61; KK162941.

SARKES TARZIAN, INC. ©

Transient voltages, cause and cure. (In Electronics, Nov. 10, 1961, p.8) Appl. author: Reincke, Meyer & Finn, Inc. © 10Nov61; KK162580.

SARONG, INC. ©

New Sarong criss-cross strapless bra, Stay Pretty. Appl. author: Donahue & Coe Agency. © 4May61; KK161298.

New Sarong, So-Freee criss-cross long leg pull-on panty girdle. Style 34. Appl. author: Donahue & Coe Agency. © 29May61; KK161296.

New Sarong So-Freee criss-cross panty brief. Style 22. Appl. author: Donahue & Coe Agency. © 31Jul61; KK161284.

Now, girdles that last and control 3 times as long; new Saron Perfection control girdles with Stretch-Ever. No.100. Appl. author: Donahue & Coe Agency. © 7Sep61; KK163450.

Now, girdles that last and control 3 times as long; new Sarong Perfection control girdles with Stretch-Ever. No.123. Appl. author: Donahue & Coe Agency. © 7Sep61; KK163451.

SARONG, INC.–Con.
Whee, you're free in the new Sarong So-Freee criss-cross girdles and panty girdles. Streamer. Appl. author: Donahue & Coe Agency. © 6May61; KK161280.
Whee, you're free in the new Sarong So-Freee criss-cross panty brief. No.22. Appl. author: Donahue & Coe Agency. © 6May61; KK161291.
Whee, you're free in the new Sarong So-Freee girdles and panty girdles. No.30. Appl. author: Donahue & Coe Agency. © 6May61; KK161290.
Whee, you're free in the new Sarong So-Freee girdles and panty girdles. No.30. Appl. author: Donahue & Coe Agency. © 6May61; KK161292.

SASSON, DENISE N. SEE Heritage Wax.

SASSON, KENNETH M. SEE Heritage Wax.

SAUNDERS ARCHERY TARGET CO. ©
Bow-Ing, new archery game. Appl. author: Charles A. Saunders. © 30Jun61; KK161439.

SAVINGS AND LOAN FOUNDATION, INC., WASHINGTON, D. C.
The business that builds better communities. (In Reader's digest, Oct. 1961, p.138) Appl. author: McCann-Erickson, Inc. © Savings and Loan Foundation, Inc.; 21Sep61; KK161972.
The first step to college. (In Reader's digest, Sept. 1961, p.153) Appl. author: McCann-Erickson, Inc. © Savings and Loan Foundation, Inc.; 21Aug61; KK161971.
For our thrift, our abundance, our homes ... let us be thankful! (In The Saturday evening post, Nov. 18, 1961, p.70) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 14Nov61; KK162667.
You find the bride, you choose the lot. (In Saturday evening post, Aug. 5, 1961) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 1Aug61; KK161504.
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SCANLON, EDWARD H. ©
Introducing the Scanlon globe cherry. One of the most utilitarian trees ever offered by the house that sets the styles in tree fashions. © 27Sep61; KK162048.

SCARRY, RICHARD. ©
The three noseys; puppet fun for all. © 22Sep61; KK161400.

SCHENLEY DISTILLERS, INC. SEE Finch (Joseph S.) Distilling Co.

SCHENLEY IMPORT CO. ©
Out of the auld, auld tradition comes this imported Scottish gin, Scots Gold. (In The New Yorker, July 11, 1959, p.76) Appl. author: Otto Kleppner. © 11Jul59; KK161230.

SCHENLEY INDUSTRIES, INC. ©
California retailers, act right now; order your no-charg-paks, a new small case unit packed for you at the distillery without the old split-case penalty charge. (In Beverage industry news, June 15, 1961, p.6-7) Appl. author: Otto Kleppner. © 15Jun61; KK160158.
Drink to me only with Coronet. (In Millville daily, July 18, 1961, p.8) Appl. author: Norman, Craig & Kummel, Inc. © 18Jul61; KK160505.

SCHICK, INC. ©
For the 7 out of 10 men who'd switch to electric shaving if they could find the he-man shaver at the compact price. Compact. (In Look, June 20, 1961, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 6Jun61; KK160764.
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Me? I'd pick Schick for myself; Schick 1066 3 speed shaver. (In Life, June 2, 1961, p.4) Appl. author: Norman, Craig & Kummel, Inc. © 31May61; KK161532.

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Hand-crafted hardware designs. Appl. author: Dallas E. Smith. © 1Sep61; KK161670.

SCHLING (MAX), INC. SEE Schling (Max) Seedsmen, Inc.

SCHLING (MAX) SEEDSMEN, INC.
Christmas shopping the easy way. Live bonsai garden. © Max Schling Seedsmen, Inc. (in notice: Max Schling, Inc.); 12Oct61; KK162097.

SCHLITZ (JOSEPH) BREWING CO. ©
Back again from Schlitz; last year's big profit success, Schlitz good living go-togethers. (In Package store management, May 1961, p.12-13) Appl. author: J. Walter Thompson Co. © 15May61; KK160085.
Brewed for that wonderful world of leisure. Old Milwaukee. (In The Mining journal, Marquette, Mich., July 7, 1961, p.10) © 7Jul61; KK160233.
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Cheers. Outdoor poster. © 20Nov61; KK163454.
Cook-outs are a good time to enjoy the difference. (In The Roanoke times, Aug. 23, 1961, p.15) Appl. author: J. Walter Thompson Co. © 23Aug61; KK161214.
Discover the difference in profits, sell Schlitz by the case. (In Food merchants advocate, Sept. 1961, p.24) Appl. author: J. Walter Thompson Co. © 1Sep61; KK161806.
Drink Schlitz on draught. (In The Roanoke times, Aug. 2, 1961, p.12) Appl. author: J. Walter Thompson Co. © 2Aug61; KK160629.
Enjoy the difference. [Man standing by sailboats pouring a glass of beer] (In The Roanoke world-news, July 20, 1961, p.31) Appl. author: J. Walter Thompson Co. © 20Jul61; KK160627.
Enjoy the difference. [Woman holding 6-pak] (In The Roanoke times, July 12, 1961, p.16) Appl. author: J. Walter Thompson Co. © 12Jul61; KK160626.
Enjoy the difference in island living. [Couple in Polynesian restaurant] (In Honolulu star-bulletin, June 30, 1961, p.31) © 30Jun61; KK161900.
Enjoy the difference in island living. [Man & 3 women in tea house] (In Honolulu star-bulletin, June 29, 1961, p.19) © 29Jun61; KK161898.
Enjoy the difference in island living. [Man & 2 women in luau scene] (In Honolulu star-bulletin, July 18, 1961, p.4) © 18Jul61; KK161899.
Entertaining? Enjoy the difference, buy Schlitz by the case. (In The Roanoke times, Aug. 16, 1961, p.11) Appl. author: J. Walter Thompson Co. © 16Aug61; KK161215.
Fast profit, worth $40 to $60 in sales in a few days time; a small space selling idea from Schlitz. (In Package store management, Aug. 1961, p.5) Appl. author: J. Walter Thompson Co. © 15Aug61; KK161074.
For added profits, just snap the cap. (In Bar management, Aug. 1961, p.21) Appl. author: J. Walter Thompson Co. © 15Aug61; KK161807.
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His first name with Joe. Schlitz. (In The Saturday evening post, Oct. 7, 1961, p.7) © 3Oct61; KK161709.
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Just the kiss of the hops. Poster. Appl. author: J. Walter Thompson Co. © 1Sep61; KK161479.
Justin [illegible]owicki helps make Milwaukee quality at Chain Belt Co. (In The Milwaukee journal, Sept. 21, 1961, p.17) © 21Sep61; KK161895.
Labor Day, a good time to enjoy the difference. (In The Roanoke times, Aug. 30, 1961, p.16) Appl. author: J. Walter Thompson Co. © 30Aug61; KK161213.
Make a neat profit every time you snap the cap. (In Restaurant management, Aug. 1961, p.73) Appl. author: J. Walter Thompson Co. © 1Aug61; KK161076.
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New, Schlitz bottle. Appl. author: J. Walter Thompson Co. © 1Jun61; KK160044.
Nickels and dimes and profits. (In Bar management, July 1961, p.10) Appl. author: J. Walter Thompson Co. © 15Jul61; KK160238.
Oooh, that kiss! The beer that made Milwaukee famous. (In Life, Sept. 15, 1961, p.18) Appl. author: J. Walter Thompson Co. © 12Sep61; KK161810.
Profit two ways with take-home Schlitz. (In Bar management, June 1961, p.9) Appl. author: J. Walter Thompson Co. © 15Jun61; KK160086.
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Simple profit recipe, just snap the cap. (In Restaurant management, July 1961, p.17) Appl. author: J. Walter Thompson Co. © 1Jul61; KK160241.
So you're the one that made Milwaukee famous? (In Army times, June 17, 1961, p.53) Appl. author: J. Walter Thompson Co. © 17Jun61; KK160084.
A sure-fire summer promotion return · good living go-togethers. (In Liquor store, June 1961, p.114) Appl. author: J. Walter Thompson Co. © 5Jun61; KK160460.

This weekend, a good time to enjoy the difference. (In The Roanoke times, Aug. 9, 1961, p.16) Appl. author: J. Walter Thompson Co. © 9Aug61; KK161216.

We all speak up for Schlitz. McKie Fitzhugh & 3 others. (In Chicago defender, July 1, 1961, p.7) Appl. author: J. Walter Thompson Co. © 1Jul61; KK160461.

What are you doing over here? (In Overseas weekly. Germany. July 23, 1961, p.16) © 23Jul61; KK160946.

When you take time out, enjoy the difference. (In The Roanoke times, July 26, 1961, p.C-6) Appl. author: J. Walter Thompson Co. © 26Jul61; KK160628.

Why do I always meet you in all the best places? (In Army times, Eastern ed., July 1, 1961, p.49) Appl. author: J. Walter Thompson Co. © 1Jul61; KK160239.

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SCHLOSSER, EDWARD. SEE Astronautics.

SCHLUMBOHM, PETER.
Chemex-bonded coffee kitchen. SEE Chemex Corp.
Chemex prospectus. SEE Chemex Corp.
Filterjet fan. SEE Chemex Corp.
Newsletter no.21. SEE Chemex Corp.
Newsletter no.23. SEE Chemex Corp.

SCHMID (JULIUS) INC. ©

Contacts, denatures, explodes; Trichomonad explosion in 15 seconds. Vagisec liquid and jelly. © 31Jul61; KK160495.

How to use Vagisec therapeutic vaginal jelly and Vagisec liquid as directed by your physician. © 25Jul61; KK160939.

In 15 seconds, explosion; trichomonad explosion with topical Vagisec liquid & jelly reduces distress of vaginal trichomoniasis. © 17Jul61; KK160494.

New Ramses diaphragm instruction aid. © 1Jul61; KK160828.

Physician's prescription pad. Vagisec liquid and jelly. © 27Jul61; KK160493.

Trichomonad explosion with topical Vagisec liquid & jelly brings immediate symptomatic relief of vaginal trichomoniasis. © 18Sep61; KK161346.

SCHOENEMAN (J.) INC. ©

Desmond's presents Light Elegant, the regents suit of imported tropical worsted by Golden House. Appl. author: Stuart E. Stern. © 1Sep61 (in notice: 1960); KK162394.

Distinguished visitor from abroad. The best from abroad, enjoy the lustrous elegance of the imported Coronado suit. Marshall Field & Co. Appl. author: Stuart E. Stern. © 15Sep61; KK163104.

Does the weather have you going 'round in circles? We call it Trans-Aire tailored by Kingsridge. Metropolitan. Appl. author: Stuart E. Stern. © 1Sep61 (in notice: 1960); KK162383.

Elegance; Regents suits for men, fine imported tropical worsteds tailored by Golden House. Desmond's. Appl. author: Stuart E. Stern. © 15Sep61; KK163108.

From morning's dawning to midnight yawning ... stay cool, crisp and handsome in Will-O-Wisp, the Dacron with worsted suit by Kingsridge. Jacob Reed's Sons. Appl. author: Stuart E. Stern. © 15Sep61; KK163101.

The grandeur that is Rome. Men's suits of imported Italian Duprini silk by Golden House. Saks Fifth Avenue. Appl. author: Stuart E. Stern. © 1Sep61 (in notice: 1960); KK162387.

Imported fabric. By Golden House. Saks Fifth Avenue. Appl. author: Stuart E. Stern. © 3Mar61; KK162396.

Incredible; now for the first time you can enjoy a sport coat as light in weight as your shirt, Batisse by Kingsridge. Muse's. Appl. author: Stuart E. Stern. © 1Sep61 (in notice: 1960); KK162385.

It's a hit with doctors ... the Hammer 'Nails suit by Kingsridge. Berry-Burk & Co. Appl. author: Stuart E. Stern. © 3Mar61; KK162388.

It's a natural; authentic suits by Kingsridge have the slim, trim natural look you like. Benoit's. Appl. author: Stuart E. Stern. © 3Mar61; KK162395.

Kingsridge sport coats have Summer Lighten-ing. Blach's. Appl. author: Stuart E. Stern. © 15Sep61; KK163105.

Let's talk Turkey ... and how all four countries combine to give you a suit that is lustrous, lightweight and elegant; imported Coronado. Kaufmann's. Appl. author: Stuart E. Stern. © 15Sep61; KK163106.

Light; the light fantastic, a summer spectacular in men's fashion starring Will-O-Wisp, the lightweight Dacron-worsted suit by Kingsridge. Godchaux's. Appl. author: Stuart E. Stern. © 1Sep61 (in notice: 1960); KK162386.

Loosen up and live a little, enjoy colorful, casual fun in a handsome comfort conditioned sport coat by Kingsridge. Phil A. Halle. Appl. author: Stuart E. Stern. © 3Mar61; KK162390.

The man in demand is a winner in his comfort-conditioned sport coat by Kingsridge. Blach's. Appl. author: Stuart E. Stern. © 3Mar61; KK162381.

The man in demand wears a Custom Fabric suit by Kingsridge. Godchaux's. Appl. author: Stuart E. Stern. © 3Mar61; KK162392.

Meet a new star alive with irridescent excitement, the Embers worsted suit by Kingsridge. Muse's. Appl. author: Stuart E. Stern. © 3Mar61; KK162391.

Philadelphia weather is tricky. Season Fore suit by Kingsridge. Jacob Reed's Sons. Appl. author: Stuart E. Stern. © 3Mar61; KK162382.

Some like it hot, but most like it cool. Look ... Airlite suit by Kingsridge. Jacob Reed's Sons. Appl. author: Stuart E. Stern. © 1Sep61 (in notice: 1960); KK162384.

Striking; Summer Lighten-ing makes a hit. Cool Will-O-Wisp, the Dacron/worsted suit by Kingsridge. Godchaux's. Appl. author: Stuart E. Stern. © 15Sep61; KK163107.

Tough; the Bulldog Twist suit by Doncaster. K. Katz & Sons. Appl. author: Stuart E. Stern. © 3Mar61; KK162380.

Versatile. It's the Season Fore suit for men by Kingsridge. Metropolitan. Appl. author: Stuart E. Stern. © 15Sep61; KK163103.

What kind of man are you? Whatever your personality is a Doncaster worsted suit for fall suits you best. Sakowitz. Appl. author: Stuart E. Stern. © 3Mar61; KK162389.

What's the good word? Together they spell the exciting, new Montego sport coat by Kingsridge. Muse's. Appl. author: Stuart E. Stern. © 15Sep61; KK163102.

You need all three to give you a suit with the matchless luster and lightness of imported Coronado. Kaufmann's. Appl. author: Stuart E. Stern. © 12Sep61 (in notice: 1960); KK162393.

SCIENCE MATERIALS CENTER, INC. ©

Book-lab of air experiments. No.1420. © 18Aug61; KK161090.

Book-lab of jets & rockets. No.1427. © 18Aug61; KK161091

Book-lab of magnets. No.1421. © 30May61; KK160864.

Book-lab of seeds. No.1422. © 30May61; KK160865.

SCOTT, G. GILBERT.

The master cube visual method. NM: "additional text material." © G. Gilbert Scott & Virginia G. Bateman; 31Aug61; KK162294.

SCOVILL MANUFACTURING CO. HAMILTON BEACH. SEE Hamilton Beach.

SCREEN HEATING TRANSFORMERS, INC. ©

Make a sure profit, end this loss with Converta-Screen. Appl. author: L. J. Riesbeck. © 6Jul61; KK160520.

SCRIBNER'S (CHARLES) SONS. ©

Makon and the dauphin by Nan Hayden Agle; illustrated by Robert Frankenberg. Jacket illus. Appl. author: Charles Scribner's Sons, employer for hire of Robert Frankenberg. © 18Sep61; KK161765.

SCRIPTURE PRESS FOUNDATION. ©

Living by God's time. Paper projects packet, enough for 5 pupils in packet. Primary: Living in God's family. © 15Feb61; KK160024.

SEAGRAM (JOSEPH E.) & SONS, INC. PHARMACRAFT LABORATORIES. SEE Pharmacraft Laboratories.

SEALOL, INC. ©

605 bellows seal price list, MPL 10-1. © 25Jul61; KK160422.

SEALY, INC. ©

Another example of how Sealy Posturepedic can help. Case 263. (In GP, Aug. 1961, p.178) Appl. author: Earle Ludgin & Co. © 1Aug61; KK160856.

Be good to yourself with a Sealy Posturepedic. (In Life, Sept. 15, 1961, p.14) Appl. author: Earle Ludgin & Co. © 13Sep61; KK161565.

Ensemble sale. Complete 4-pc. set: twin size mattress, matching box spring, headboard, steel frame. (In House beautiful, Aug. 1961, p.36) Appl. author: Earle Ludgin & Co. © 20Jul61; KK160490.

For people who like to be pampered, Sealy Posturepedic. (In Modern bride, Oct.-Nov. 1961, p.8) Appl. author: Earle Ludgin & Co. © 15Sep61; KK161566.

For people who like to be pampered, Sealy's new foam rubber Posturepedic. (In Good housekeeping, Oct. 1961, 171) Appl. author: Earle Ludgin & Co. © 19Sep61; KK161564.

Luxury foam cushions and back, special design Posturepedic mattress ... Sealy Redi-Bed, $249.95, during Sealy's Golden Sleep sale. (In House & garden, Aug. 1961, p.30) Appl. author: Earle Ludgin & Co. © 20Jul61; KK160491.

Mattress, headboard, footboard, box spring, side rails, all for only $79.95, during Sealy's Golden Sleep sale. (In living for young homemakers, Aug. 1961, p.2) Appl. author: Earle Ludgin & Co. © 20Jul61; KK160492.

Pamper yourself with a Sealy Posturepedic. (In Better homes & gardens, Oct. 1961, p.130) Appl. author: Earle Ludgin & Co. © 21Sep61; KK161567.

SEALY, INC.-Con.

Pamper yourself with Sealy's new Posturepedic, quilted-with-foam. (In Life, Oct. 13, 1961, p.38) Appl. author: Earle Ludgin & Co. © 11Oct61; KK161896.

You must be satisfied or we'll buy it back. Golden Sleep sale. (In Life, July 14, 1961, p.74-75) Appl. author: Earle Ludgin & Co. © 12Jul61; KK160489.

SEARS, ROEBUCK & CO. ©

Allstate truck tires come in every size, every design and the famous Sears guarantee comes with them. (In Commercial car journal, Nov. 1961, p.179) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Nov61; KK162898.

Now Sears reveals how the Allstate Express Cargo is built to outlast any truck tire on the road. (In Commercial car journal, Sept. 1961, p.24) © 1Sep61; KK162636.

Now Sears reveals how the Allstate express cargo is built to outlast any truck tire on the road. (In Commercial car journal, Sept. 1961, p.24) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Sep61; KK162591.

Now, Sears shows why the Allstate rugged lug gives extra long wear on any road, in any weather. (In Commercial car journal, July 1961, p.8) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Jul61; KK160094.

Sears charges nothing extra for the deeper tread on its Allstate Express Hauler. (In Transportation supply news, Oct. 1961, p.7) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Oct61; KK162087.

Sears has an Allstate truck tire for every type of service and every size of fleet. (In Transportation supply news, Aug. 1961, p.13) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Aug61; KK160966.

SEASIDE OIL CO. ©

It's time for your trip-check. (In Santa Monica outlook, June 21, 1961, p.16) Appl. author: Herb C. Brown. © 21Jun61; KK163348.

SEATON, WILSON E. SEE Catfish King.

SECO CO., INC. ©

New, Seco-Ware Handi-Pans. (In Institutions magazine, Nov. 1961, p.65) © 1Nov61; KK162520.

SEGAL (MARTIN E.) & CO., INC. ©

Establishing pension plans in the building and construction industry; sound procedures and special problems. © 5Jun61; KK159870.

SEIBERLING RUBBER CO. ©

Only Seiberling dealers can offer nylon for extra strength; another first from Seiberling, new Nytex Construction. (In Tire and TBA review, June 1961, p.22-23) Appl. author: Meldrum & Fewsmith, Inc. © Seiberling, accepted alternative designation of Seiberling Rubber Co.; 5May61; KK159859.

SELECT NURSERIES, INC. ©

New ice plant. Appl. author: Sweeney, Krist & Dimm. © 7Aug61; KK160614.

SENTINEL BAG & PAPER CO, INC. ©

Oven fresh breads & pastries. Appl. author: Milton Kaplan. © 24Oct61; KK162324.

SERABBE MANUFACTURING CO. ©

Fast selling Boot Valet stops bad weather mess at your doorway. No.451. © 30Jun61; KK160303.

SESA-KRAFT, INC. ©

Sesa-Teez brand sesame chips. Net weight 6 ozs. © 20Oct59; KK160088.

SEVEN-UP CO. ©

Any sitter's sitting pretty with the real thirst-quencher. (In Life, July 7, 1961, p.73) Appl. author: J. Walter Thompson Co. © 3Jul61; KK160240.

Don't run out of hospitality; have plenty of Seven-Up. (In Sunday world-herald, Omaha, Dec. 17, 1961, sec.H, pt.2) Appl. author: J. Walter Thompson Co. © 17Dec61; KK163506.

For screaming out loud, it's time for more of this fresh, clean taste. (In Look, Nov. 7, 1961, p.3 of cover) Appl. author: J. Walter Thompson Co. © 24Oct61; KK162240.

For the liveliest guess-who party, invite this fresh, clean taste. (In Look, Oct. 10, 1961, p.3 of cover) Appl. author: J. Walter Thompson. © 26Sep61; KK161809.

The more sun, the more fun; and the more you need the real thirst-quencher. (In Look, Aug. 15, 1961, p.3 of cover) Appl. author: J. Walter Thompson Co. © 1Aug61; KK161077.

Say Christmastime at your house with food and Seven-Up. (In Look, Dec. 19, 1961, p.84-85) Appl. author: J. Walter Thompson Co. © 5Dec61; KK163507.

Say Christmastime, with food and Seven-Up. (In Reader's digest, Dec. 1961, p.213) Appl. author: J. Walter Thompson Co. © 25Nov61; KK163504.

Thanksgiving company coming to call; this is the drink for the big and the small. (In Sunday world-herald, Omaha, Nov. 19, 1961, sec.H, pt.2) Appl. author: J. Walter Thompson Co. © 19Nov61; KK163505.

Want to bet another Seven-Up? You'll feel like fun with this quick refreshing lift. (In Look, Sept. 12, 1961, p.3 of cover) Appl. author: J. Walter Thompson Co. © 29Aug61; KK161264.

SHAVER PRODUCTS CO. ©

Electric Shaver Sharp, sharpens and lubricates your razor while you shave. 4 fl. oz. Appl. author: Norman Burke. © 18Sep61; KK161441.

SHEAFFER (W. A.) PEN CO. ©

Easiest way to make school days pay days. Feature the fastest selling cartridge pen in America. Skripsert. (In National stationer, July 1959) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jul59; KK162375.

Fills quick, clean and easy with disposable ink bottles. Cartridge fountain pen. Endorsed by Kathie Einola. (In Senior scholastic, Sept. 13, 1961, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Sep61; KK163177.

For smooth, easy writing, there's no substitute for a true fountain pen. Imperial. (In Look, May 23, 1961, p.36) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9May61; KK163157.

For smooth, easy writing, there's no substitute for a true fountain pen. Imperial IV. (In National geographic, Sept. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep61; KK163176.

Give her the fashion fountain pen that writes like a dream, refills like her lipstick. Lady Sheaffer Skripsert fountain pens, matching fineline pencils. (In Seventeen, Dec. 1959, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec59; KK163278.

Give Sheaffer's as Christmas premiums. PFM, pen for men. (In Premium practice, Oct. 1959, p.40) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Oct59; KK161157.

I'd sooner trump my partner's ace than sign an important document with less than a fountain pen [writes] Chas. H. Goren. (In Look, July 4, 1961, p.78) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's, accepted alternative designation of W. A. Sheaffer Pen Co.; 20Jun61; KK163428.

In any language, the letters that carry the greatest message ... are written with a fountain pen [writes] Charles Berlitz. (In Look, June 6, 1961, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's, accepted alternative designation of W. A. Sheaffer Pen Co.; 23May61; KK163425.

It's a real fountain pen, yet it never goes near an ink bottle. Cartridge pen. Endorsed by Nick Mager. (In Boys' life, Sept. 1961, p.51) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Aug61; KK163160.

It's gift time for moms, dads, grads. Give the fountain pen that never goes near the bottle. (In Coronet, May 1961, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's, accepted alternative designation of W. A. Sheaffer Pen Co.; 20Apr61; KK163426.

It's the fountain pen with the built-in ink bottle. Cartridge pen. Endorsed by Diane Peterson. (In American girl, May 1961, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Apr61; KK163161.

Just like England; beautiful, wild. For smooth, easy writing, there's no substitute for a true fountain pen. PFM. (In National geographic, May 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May61; KK163166.

Shine in school with Sheaffer's. Special offer, new Sheaffer cartridge fountain pen with 98¢ worth of cartridges free. (In Coronet, Sept. 1961, p.24) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Aug61; KK163159.

Shine in school with Sheaffer's. The only ballpoint that writes with Skrip. (In Good housekeeping, Sept. 1961, p.169) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Aug61; KK163158.

When only the right words will do, only a fountain pen will do [writes] David Susskind. (In Look, Sept. 12, 1961, p.95) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's, accepted alternative designation of W. A. Sheaffer Pen Co.; 29Aug61; KK163427.

Your signature is truly yours, only when you write it with a real fountain pen [writes] Rise Stevens. (In Look, Apr. 25, 1961, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's, accepted alternative designation of W. A. Sheaffer Pen Co.; 11Apr61; KK163429.

SHEAFFER'S. SEE Sheaffer (W. A.) Pen Co.

SHELL OIL CO. ©

The story behind a sea god's scallop necklace. (In Saturday review, June 10, 1961, p.32-33) © 6Jun61; KK160116.

Why do flowers smell good? (In Time, June 9, 1961, p.46-47) © 6Jun61; KK161342.

Why does it rain? (In Time, Sept. 8, 1961, p.14-15) © 5Sep61; KK161341.

Why does it taste so good? (In Time, July 7, 1961, p.38-39) © 4Jul61; KK161340.

SHERRY, ALLAN. ©

Steam in the snow; Canadian Pacific. This recording is dedicated to those who hold the steam locomotive and steam railroading dear to their hearts. © 1Mar61; KK162840.

SHIMS, INC. ©

When developments are swift and changing, get precision and production to match your need. Appl. author: R. B. Heavens. © 31May61; KK160519.

SHORELL LABORATORIES, INC. ©

Important: To every woman over 35. No other product has the history of Formula M. (In The New Yorker, June 10, 1961, p.80) © 10Jun61; KK160522.

SHOW-HOUSE. ©

Best in the House. Welbilt. No.99. (In Good housekeeping, Oct. 1961, p.54) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 18Sep61; KK161560.

Especially recommended. Du Mont. No.97. (In House beautiful, Oct. 1961, p.48-49) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Sep61; KK161561.

Especially recommended, 6 heavenly rooms. L. E. Carpenter & Co. No.98. (In House beautiful, Nov. 1961, p.25-27) Appl. author: Jule R. Von Sternberg. © 20Oct61; KK162758.

SHOW OF THE MONTH CLUB, INC. ©

Boston's own theatre club, now in its fifth year; reopens membership. (In Boston Sunday herald, Aug. 27, 1961, p.A-5) Appl. author: Jerome Rosenfeld. © 27Aug61; KK161232.

Show of the Month Club announces an exciting new service for members. Appl. author: Jerome Rosenfeld. © 28Aug61; KK161233.

SHWAYDER BROTHERS, INC. ©

Flaire by Samsonite, a new kind of luxury in folding tables. (In Sunset, Nov. 1959, p.72) Appl. author: Grey Advertising, Inc. © 25Oct59; KK161738.

SHWAYDER BROS., INC. LUGGAGE DIVISION. ©

Pack, zip, go. Gifts for the carefree spirit; new Samsonite travel bags. (In Sunset, Dec. 1959, p.21) Appl. author: Grey Advertising, Inc. © 25Nov59; KK163131.

Samsonite Christmas special. Streamlite beauty case; holds 52 items. Now look at this value. (In Seventeen, Nov. 1959, p.29) Appl. author: Grey Advertising, Inc. © 1Nov59; KK161395.

SICKS' RAINIER BREWING CO. ©

The beer that's brewed for chug-a-lug. Rainier. (In The Everett daily herald, May 24, 1961, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 24May61; KK161442.

Both hold 12 cold cans of Rainier. Both will stay cold for hours. Which would you rather carry? (In The Saturday evening post, Western ed., July 8, 1961, p.50) Appl. author: Doyle Dane Bernbach, Inc. © 5Jul61; KK160754.

It's what we leave out that makes Rainier so great. (In The Aberdeen daily world, May 18, 1961, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 18May61; KK161391.

Many brewers use the same beer for tap and bottle. (In Skagit Valley herald, Mount Vernon, Wash., May 24, 1961, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 24May61; KK161392.

Rainier is rainier. (In Longview daily news, June 28, 1961, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun61; KK160750.

Rainier is sunnier. (In Longview daily news, June 28, 1961, p.6) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun61; KK160749.

SIERRA ELECTRIC CORP. ©

Jumbo plates; plastic, stainless steel, brass. Catalog sheet. © 9Jan61; KK160271.

Narrow line wall plates. Catalog sheet. © 15Dec60; KK160273.

Q-T switches. © 9Jan61; KK160274.

3-wire grounded Biplex (duplex) receptacle. Catalog sheet. © 15Dec60; KK160272.

20 amp. U ground receptacles. Catalog sheet. © 15Dec60; KK160275.

Type 302 (18% chrome, 8% nickel) stainless steel wall plates. Catalog sheet. © 9Jan61; KK160270.

SILK CITY CERAMICS & TOOL MANUFACTURING, INC. ©

SC. Silk City Ceramics and Tool Manufacturing, Inc., for precision in composition and dimensions. Appl. author: Kenneth P. Doerseln. NM: "the design." © 1Jun61; KK160229.

SILVERMAN, MELVIN M. SEE Alpine Shirtmakers.

SIMMONS CO. ©

Spring spectacular. The distinctive Cambridge Hide-A-Bed has a modern key arm, tufted back, 3 Beautyrest cushions and new ball casters. (In Life, May 26, 1961, p.56-57) Appl. author: Young & Rubicam, Inc. © 25May61; KK160006.

The temptation of Beautyrest; another story about the kind of comfort that's kind to your back. (In Life, July 21, 1961, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 19Jul61; KK161723.

The temptation of Beautyrest. Another story about the kind of comfort that's kind to your back. [Man in band uniform stretched out on bed; tuba at foot] (In Life, Sept. 22, 1961, p.20) Appl. author: Young & Rubicam, Inc. © 20Sep61; KK162613.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. Mattress. [Charwomen looking at salesman asleep on mattress] (In Look, Mar. 28, 1961, p.88) Appl. author: Young & Rubicam, Inc. © 14Mar61; KK160007.

The temptation of Beautyrest. Another story about the kind of comfort that's kind to your back. [Woman unpacking household goods; man stretched out on mattress] (In Life, Oct. 27, 1961, p.99) Appl. author: Young & Rubicam, Inc. © 25Oct61; KK162610.

SIMPLICITY PATTERN CO., INC. ©

As seen in Simplicity's Modern miss, the magazine for home economics students. 4029. Poster. © 1Aug61; KK160847.

Dress, dolls' layette. 4244; 4191. Poster. © 1Oct61; KK162283.

4100 proportioned skirts, 1 yard each, 54" fabric. Poster. © 1Jul61; KK160550.

Printed patterns; designed for chubbies. 4085; 4118. Chain store poster. © 1Jul61; KK160548.

Printed patterns; simple to make. 4039; 4025. Chain store poster. © 1Jun61; KK159978.

Simple sensational black dress. 4125, 4172, 4183, 4167. Poster. © 1Sep61; KK161518.

Simplicity. 4026; 4036. Poster. © 1Jun61; KK159980.

Simplicity. 4034. Poster. © 1Jun61; KK159981.

Simplicity. 4046. Poster. © 1Jun61; KK159979.

Simplicity. 4081; 4084. Poster. © 1Jul61; KK160551.

Simplicity. 4119; 4120. Poster. © 1Jul61; KK160552.

Simplicity. 4122. Poster. © 1Jul61; KK160549.

Simplicity. 4124. Poster. © 1Aug61; KK160848.

Simplicity. 4135. Poster. © 1Oct61; KK162282.

Simplicity. 4173. Poster. © 1Sep61; KK161520.

Simplicity. Mother, 4223; daughter, 4242. Poster. © 1Nov61; KK163284.

Simplicity fashions with short lengths. 4019; 3928; 3660; 3862; 3626; 4479. Poster. © 1Jun61; KK159977.

Simplicity, the fashion magazine for women who sew; new, fall-winter issue on sale. 4072. Poster. © 1Aug61; KK160850.

Spark it with trim. 4029 blouse pattern, 4106 skirt pattern, 3835 slacks pattern. Poster. © 1Aug61; KK160846.

Specially for junior petites, 5'1" and under. 4146. Poster. © 1Aug61; KK160849.

Specially for junior petites, 5'1" and under. 4183. Poster. © 1Sep61; KK161519.

SINGER MANUFACTURING CO. ©

Die-pressed needles for natural and synthetic fabrics. Simanco 19y. © 16Mar61; KK160125.

Die-pressed needles for the shoe and leather industry. 22ky. © 16Mar61; KK160126.

Die-pressed needles; sew better, last longer, run cooler. © 4Apr61; KK160402.

For even plies every time, new Singer 331K5, with alternating pressers. © 23Feb61; KK160438.

For quality stitching, even plies, at high speeds, the new Singer 251-22 single needle lockstitch with compound feed. © 10Jul61; KK160124.

451KSV42 Man-Sew, two thread chainstitch and overedge attachment. © 27Feb61; KK160127.

Outstanding Singer features such as these make the high-speed Singer 451K31 lockstitch machine a sewing room favorite. © 17Feb61 (in notice: 1958); KK160774.

Production boosters for your sewing room; sewing machine accessories and auxiliary equipment. © 13Mar61; KK160128.

261 class feed-off-the-arm machines; two-thread chainstitch, federal stitch type 401. © 23Jun61; KK160129.

You can count on superior workmanship with Singer 331K1 and 331K4 single-needle, lockstitch machines. © 23Feb61; KK160469.

SINZHEIMER, HANS. ©

New miracle clasp creates fashions unlimited. (In Jewelers circular keystone, Aug. 1961, p.167) © 1Aug61; KK161110.

SLIP-ON CORP. ©

Comparison proves Slip-On is the only 100% genuine appearance panel line. (In Autobody and the reconditioned car, Sept. 15, 1961, p.8-9) © 15Sep61; KK162572.

SMIRNOFF (STE. PIERRE) FLS.

The gift that changed America's drinking habits. Smirnoff, the greatest name in vodka. (In Beverage media, metropolitan ed., Nov. 1961) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 1Nov61; KK162675.

SMIRNOFF (STE. PIERRE) FLS.-Con.

It changed the drinking habits of America; Smirnoff vodka is the very spirit of the times. (In The New York times, June 27, 1961, p.20) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff Fls., division of Heublein; 27Jun61; KK159942.

It leaves you breathless; no wonder it's the world's largest selling vodka. (In The Sun, Oct. 9, 1961, p.7) Appl. author: L. C. Gumbinner Advertising Agency. © Ste. Pierre Smirnoff Fls., division of Heublein; 9Oct61; KK162625.

It's easy to make a Smirnoff screwdriver. Vodka. (In TV guide, Dec. 2-8, 1961, p.A-33) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff Fls., division of Heublein; 29Nov61; KK163027.

Take a holiday from everyday drinks. Smirnoff, the greatest name in vodka. (In The Saturday evening post, Oct. 14, 1961, p.20) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff Fls., division of Heublein; 10Oct61; KK162267.

When I honk for vodka, I expect Smirnoff. Endorsed by Harpo Marx. (In Look, Sept. 12, 1961, p.89) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff Fls., division of Heublein; 29Aug61; KK161236.

Who's who at the Smirnoff party? Moss Hart gives a Smirnoff party for the cast of Camelot. Vodka. (In The Saturday evening post, Nov. 11, 1961, p.50-51) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff Fls., division of Heublein; 8Nov61; KK162790.

SMITH (A. O.) HARVESTORE PRODUCTS, INC. ©

No shoveling when you use the new Harvestore sweep-arm auger bottom unloader for high moisture shelled corn. Bulletin MH-119. © 12Jul61; KK160357.

SMITH (GILMAN B.) CO., INC. ©

Iron-on patches. No.697. One pair, 7" x 6". © 19Jul61; KK160597.

Jersey knit knee warmers. No.1595. One pair. © 19Jul61; KK160599.

Notion products. Fall 1961 catalog. © 1Sep61; KK161961.

Pattern sheet for applique decorations. © 19Jul61; KK160598.

SMITH REALTY CO. ©

Elementary, my dear Watson. (In Palos Verdes news, Palos Verdes Estates, Calif., Aug. 31, 1961, p.4) © 31Aug61; KK161424.

Man of action. (In Palos Verdes news, Palos Verdes Estates, Calif., Aug. 24, 1961, p.4) © 24Aug61; KK161425.

A nursery rhyme. (In Palos Verdes news, Aug. 17, 1961, p.14) © 17Aug61; KK160906.

A tale. (In Palos Verdes news, Aug. 3, 1961, p.4) © 3Aug61; KK160506.

The thinker. (In Palos Verdes news, Aug. 10, 1961, p.18) © 10Aug61; KK160905.

SMOOTH-ON MANUFACTURING CO. ©

Aluminum Metalset A4 in self-metering tubes. Appl. author: William A. Cather. © 30Aug61; KK161313.

SNYDER, RICHARD E.

NARDA's 15th annual costs-of-doing business survey. SEE National Appliance & Radio-TV Dealers Assn.

SOCONY MOBIL OIL CO., INC. ©

Mobil research announces the development of the first modern criterion of total gasoline performance, the Megatane system of rating gasoline. (In World petroleum, Nov. 1961, p.28) Appl. author: Ted Bates & Co., Inc. © 1Nov61; KK162874.

SOCONY MOBIL OIL CO., INC. MOBIL OIL CO. SEE Mobil Oil Co.

SOHIO.

The best way to clean a carburetor is the Boron way. (In The Plain dealer, Cleveland, Oct. 3, 1961, p.11) Appl. author: McCann-Marschalk Co., Inc. © Sohio, accepted alternative designation of Standard Oil Co. (Ohio); 3Oct61; KK161713.

Don't get hooked by fuel line freeze-up ... Boron with Ice-Gard stops fuel line freeze-up before it stops you. (In The Plain dealer, Cleveland, Dec. 11, 1961, p.12) Appl. author: McCann-Marschalk Co., Inc. © Sohio, accepted alternative designation of Standard Oil Co. (Ohio); 11Dec61; KK163118.

Two proved developments of Sohio science now combined: now Boron has carburetor cleaner and Ice-Gard. You get both at no extra cost. (In The Cleveland press, Nov. 13, 1961, p.A-8) Appl. author: McCann-Marschalk Co., Inc. © Sohio, accepted alternative designation of Standard Oil Co. (Ohio); 13Nov61; KK163133.

2 ways to clean a carburetor. Boron. (In The Cleveland press and news, Sept. 18, 1961, p.A-8) Appl. author: McCann-Marschalk Co., Inc. © Sohio, accepted alternative designation of Standard Oil Co. (Ohio); 18Sep61; KK161475.

SORENSON, E. RICHARD. ©

Mastery. 1600 problems; 3200 problems. Magic card. © 27May60; KK160335.

SOUTHERN BAKERIES CO. ©

Sonny Greenberg says: Take care of this rose and it will take care of you. Frozen baked goods. (In Frozen food age, Sept. 1961, p.10) Appl. author: J. E. B. Shi. © 5Sep61; KK161923.

SOUTHERN HOMES, INC. ©

Own your home; IBC homes. No.2. The Newport. © 1Sep61; KK162782.

Own your home, nothing could be easier with IBC homes. No.1. The Delmont. © 1Sep61; KK162783.

SOUTHERN STATES DRUG, INC. ©

Air Aid floral mist room deodorant. Net weight of contents 12 ounces. Appl. author: Goodwin, Dannenbaum, Littman & Wingfield, Inc. © 27Oct61; KK162128.

Air Aid mint mist room deodorant. Net weight of contents 12 ounces. Appl. author: Goodwin, Dannenbaum, Littman & Wingfield. © 27Oct61; KK162152.

SOUTHERN WHOLESALERS ASSN. ©

S. W. A. P. program budget distribution. © 24Sep61; KK163370.

SOUTHWEST PRODUCTS, INC. ©

Anti-venom Sting Stopper, poison neutralizer. Net cont. 1 1/4 fl. oz. Appl. author: Bruce D. Eytinge. © 4May61; KK160266.

SOUTHWESTERN PLASTIC PIPE CO. ©

Chem-Weld plastic drain and house service sewer pipe. Appl. author: Jack T. Holmes. © 11Aug61; KK160740.

Job-proven ABS acrylonitrile, butadiene, styrene plastic pipe. Appl. author: Del Dally. © 5Sep61; KK161141.

Plastic pipe for use in underground agricultural irrigation. Appl. author: Del Dally. © 14Sep61; KK161301.

Polyethylene plastic pipe. Appl. author: Jack T. Holmes. © 11Aug61; KK160739.

SPACE, INC. ©

Hot dogs. They're out of this world. Net weight 1 pound. Appl. author: Courtland D. Ferguson, Inc. © 8Feb61; KK161127.

SPEE-DEE CHEMICAL PRODUCTS CO. ©

Swish spray on starch. Net weight: 15 oz. © 1May61; KK160941.

SPENCE ENGINEERING CO., INC. ©

Direct operated water pressure reducing valves. © 13Jun61; KK161539.

Installation and operating instructions for pressure tripped pilots. © 31May61; KK161540.

Installation, operating and maintenance instructions for type EP14N34 differential pressure regulator. © 25May61; KK161544.

Installation, operating and maintenance instructions for type T2 temperature regulators. © 22Jun61; KK161547.

Low pressure, pilot operated temperature regulators; temporary price sheet. Effective June 22, 1961. © 22Jun61; KK161542.

Type T2 direct acting temperature regulator, temporary price sheet. Effective June 22, 1961. © 22Jun61; KK161541.

Valve setting instructions for type F13 pressure pilot. © 15Jun61; KK161543.

Valve setting instructions for type F14 pressure pilot. © 31May61 (in notice: 1960); KK161546.

Valve setting instructions for type P14 series pressure pilot. © 31May61 (in notice: 1960); KK161545.

SPERRY RAND CORP. ©

As revealed in the dermatologists report, a 12-month clinical study reported in the medical press ... Remington with exclusive roller combs gives safest close shave. (In The New York times, May 22, 1961, p.21) Appl. author: Young & Rubicam, Inc. © 22May61; KK161721.

The dermatologists' report, a major clinical study reported in the medical press ... it cautions about shaving and skin protection; a continuing study. Remington shavers. Appl. author: Young & Rubicam, Inc. © 18May61; KK160003.

The dermatologists' report, a major clinical study reported in the medical press ... it cautions about shaving and skin protection; a major turning point for you. Remington shavers. (In Home furnishings daily, May 9, 1961, p.26-27) Appl. author: Young & Rubicam, Inc. © 9May61; KK160004.

The Dermatologists report on shaving took over a year to complete ... The electric shaver with adjustable roller combs gave the safest close shave of any shaving instrument, blade or electric. Remington Roll-A-Matic. (In Life, Aug. 18, 1961, p.13) Appl. author: Young & Rubicam, Inc. © 16Aug61; KK162611.

For all men and women, including teenagers: straight from a major clinical study comes the dermatologists' report to caution about shaving and skin protection. Remington shaver. (In The New York times, May 8, 1961, p.27) Appl. author: Young & Rubicam, Inc. © 8May61; KK160014.

For all men and women, including teenagers: straight from a major clinical study comes the dermatologists' report to caution about shaving and skin protection. Remington shavers. (In Life, May 19, 1961, p.14-15) Appl. author: Young & Rubicam, Inc. © 17May61; KK160005.

Male shaving; average number per day of traumatic effects of shaving devices on bearded skin. Remington with adjustable roller combs. This chart is based on the Dermatologists report. (In Life, Aug. 4, 1961, p.11) Appl. author: Young & Rubicam, Inc. © 2Aug61; KK162612.

SPORTCRAFT.

Bracelets; charm bracelets. NM: additions & revision. © Julius Littman d.b.a. Sportcraft; 10May61; KK160245.

SPORTEMPOS, INC. ©

8 good reasons why Pantempos fit you perfectly. (In Seventeen, Nov. 1959, p.53) © 29Oct59 (in notice: Nov. 1959); KK159840.

SPRINGS COTTON MILLS. ©

This is what it feels like to sleep between Springmaid's Tiara sheets. (In The New Yorker magazine, Oct. 7, 1961, p.33) © 5Oct61; KK162426.

SQUIRT CO. ©

Profit picture for bottlers. Question: What does it take to sell 10 bottles of Squirt a year ... in your area? (In The American soft drink journal, May 8, 1961, p.43) © 5May61; KK160236.

Profit picture for bottlers. Question: What's new about Squirt's approach to multi-franchise bottling? (In The American soft drink journal, June 5, 1961, p.35) © 5Jun61; KK160235.

Profit picture for bottlers. Question: What's your best franchise protection, a legal eagle or a truly unique, year 'round drink? (In The American soft drink journal, blue book ed., spring 1961, p.61) © 30Mar61; KK160237.

Question: How does Squirt hold up the slumps in a sales curve? Profit picture for bottlers. (In Mid-Continent bottler, Oct. 1961, p.27) © 3Oct61; KK162372.

STAINED GLASS COLOR-ART, INC. ©

Carolers in stained glass. Just color with crayons; glows radiantly like stained glass. Holiday window or wall decorations. Appl. author: Jeri Collins. © 26Oct61; KK162597.

STALEY (A. E.) MANUFACTURING CO. ©

Sta-Puf, new miracle rinse for cottons, rayons, nylons, woolens. Half gallon. © 24Nov54; KK160029.

STANDARD OIL CO. (INDIANA)

The American way, a new network of service stations going America wide. Super Permalude motor oil. (In The Saturday evening post, June 24, 1961, p.54-55) © Standard Oil Co. (Indiana), division of American Oil Co. (in notice: Standard Oil, division of American Oil Co.); 21Jun61; KK160149.

STANDARD OIL CO. (OHIO) SEE Sohio.

STANDARD PRODUCTS CO., INC. ©

Stapco plant food, fish emulsion fertilizer. Net wt. 8 oz. © 4Oct61; KK161907.

STANLEY BUILDING SPECIALTIES. ©

Aluminum rolling glass patio doors. Models 69 and 73. © 13Nov61; KK162592.

Even Fritzi knows the new Stanley vent-lock awning window won't leak. © 30Jun61; KK163138.

Model 57-A single hung window. © 21May61; KK160780.

Model 57-A single hung window, improved take out aluminum window with integral fin trim. © 13Nov61; KK163140.

Model 47 aluminum vent-lock awning window with exclusive self-locking vents. © 23Aug61; KK163139.

Model 16 aluminum jalousie window with continuous head and sill. © 31Jul61; KK163141.

Model 20 sliding window with integral fin trim. © 21May61; KK160781.

STANLEY CO.

Situp seat. For teens & pre-teens a fun seat on the floor for TV watching, etc. © Acme Steel Co. (in notice: Stanley Co., Div. of Acme Steel Co.); 21Aug61; KK161097.

STANLEY HOME PRODUCTS, INC. ©

Stanley dealers make good neighbors; 30th anniversary. Floor finish. (In Good housekeeping, Oct. 1961, p.67) © 22Sep61; KK161413.

STAR-KIST FOODS, INC. ©

High protein dinner in a salad bowl. Tuna. (In Life, June 23, 1961, p.50) Appl. author: Leo Burnett Co., Inc. © 22Jun61; KK160340.

Tuna 'n' fruit salad. (In Life, July 21, 1961, p.67) Appl. author: Leo Burnett Co., Inc. © 20Jul61; KK160341.

Win a $1000.00 back-to-school wardrobe. Tuna. (In Life, Aug. 18, 1961, p.4) Appl. author: Leo Burnett Co., Inc. © 17Aug61; KK161187.

STEIR, MAX. ©

For home, business, farm, pleasure, the RT-101, a complete all around combination set of portable radios and walkie talkies. © 8Aug61; KK160759.

The Harlie model TRP-761 portable, all transistor radio & 4 speed phono. © 8Aug61; KK160758.

STEPHENS, MACK. ©

Get blessed relief from foot pains due to weak foot or arch strains; wear Stephens arch supports. © 23Jun61; KK160169.

STEPHENS TRUSONIC, INC. ©

Stephens Trusonic introduces the remarkable 10-year-plus warranty, renewable for life. World's finest lifetime loudspeakers. (In Audio times, July 1, 1961, p.5) © 1Jul61; KK160963.

STERLING INTERNATIONAL TRADING CO., LTD. ©

Introducing Jaiscient perfume. (In Beauty fashion, Aug. 1961, p.55) Appl. author: Advertising Services of Ohio (Fin-Ad, Inc.) © 10Aug61; KK163018.

Just arrived from ports throughout the world in Cleveland via the St. Lawrence Seaway, the ingredients for the fabulous new Jaiscient perfume, cologne, bath oil. (In Akron beacon journal, Aug. 9, 1961, p.36) Appl. author: Fin-Ad, Inc. © 9Aug61; KK160947.

STERN (EDWARD) & CO., INC. ©

Check up on your printer. Appl. author: Lavenson Bureau of Advertising, Inc. © 15Jun61; KK160669.

STEWART-HALL CHEMICAL CORP. ©

PurgeOmatic oil burner cleaner. One U.S. pint. Appl. author: Leo D. Miller. © 1May60; KK162660.

STILLER, WILLIAM B. ©

Little Octopus suction cup soap holder. © 19Sep61; KK161404.

Quikey, world's quickest key holder. © 6Sep61; KK161174.

QuiKoin, world's quickest coin holder. © 4Apr61; KK159907.

STOKES, ALVIN. ©

Grip-pock-et. © 12Apr61; KK160883.

STONE, HERBERT. SEE American Adlid.

STORK, CHESTER.

Tele cake, for every special occasion. SEE Johnson, Herbert N.

STOVNER, KATHERINE HEINRICH.

The Kove Drive In, Nederland, Colo. Menu cover. Signed: Katryna, pseud. of Katherine Heinrich Stovner. Appl. author: Rex Carsrud. © 9Mar61; KK160943.

STRATHMORE PRODUCTS, INC. ©

Glisten makes your home sparkle; miracle cleaner. Net contents 12 fl. ozs. © 28Mar61; KK159848.

STREITER, SAMUEL. SEE American Adlid.

STROHMEYER & ARPE CO. ©

History applauds character. Consumers applaud Re Umberto genuine imported olive oil, the olive oil with character: only genuine olive oil has these 3 character qualities. © 29Aug61; KK162600.

Re Umberto olive oil announces a giant T.V. campaign on WOR-TV. The king of the olive oils is now on TV. © 29Aug61; KK162599.

This fish story means big profits for you. Giant fall 1961 campaign featuring Marie Elisabeth sardines. © 29Aug61; KK162598.

STURGES, HIRAM A. SEE Bi-Lo Check Print Co.

STURTEVANT (P. A.) CO. ©

Guide and cost estimate for applying or testing tension, compression, thrust or torsion. Appl. author: Lee Sturtevant. © 29Aug61; KK161597.

STYL-O-KRAFT, INC. ©

Trend setting anodized aluminum room dividers, headboards, folding screens. © 22Jul60; KK160459.

SUN OIL CO. ©

Sunoco's sensational blending pump now fits fuel to your car's octane needs. Blue Sonoco. (In Toledo blade, Apr. 21, 1958, p.20) Appl. author: William Esty Co. © 21Apr58; KK163109.

SUNBEAM CORP. ©

Any kind of bread becomes your kind of toast, automatically. Radiant Control toaster. Ad no.N-750 rev. (In Good housekeeping, Oct. 1961, p.10) © 19Sep61; KK163301.

Big news from Sunbeam; see it, hear it at New York hardware show. (In Automotive chain store, Sept. 1960, p.10) © 1Sep60; KK160462.

Fast, gentle, convenient. Lady Sunbeam deluxe controlled heat hair dryer. (In Good housekeeping, June 1961, p.19) © 18May61; KK163297.

Finest features, best results. Deluxe Mixmaster mixer. (In Saturday evening post, June 3, 1961, p.53) © 30May61; KK163314.

It's a me saver: so writes a young lady in praise of her Sunbeam Mixmaster hand mixer. (In The New York times, Nov. 13, 1961, p.32) © 13Nov61; KK163324.

SUNBEAM CORP.-Con.

Keep it shining, dry it gently. Lady Sunbeam's controlled heat hair dryer ... Exciting new hair styles you can do at home. Ad no.N-755-rev.2. (In Saturday evening post, Nov. 11, 1961, p.48) © 7Nov61; KK163323.

Keep it shining, dry it gently. Lady Sunbeam's controlled heat hair dryer. (In Good housekeeping, Oct. 1961, p.183) © 19Sep61; KK163318.

Keep it shining, dry it gently. Lady Sunbeam's controlled heat hair dryer. (In McCall's, Oct. 1961, p.169) NM: "additional text". © 26Sep61; KK163317.

Lightweight mixing power, Sunbeam's deluxe Mixmaster hand mixer. (In McCall's, Nov. 1961, p.133) © 24Oct61; KK163366.

Man bakes cake. News item? Not in families that own a Sunbeam Mixmaster mixer. Ad no.N-765. (In The New York times, Nov. 6, 1961, p.38) © 6Nov61; KK163322.

Mix with the best. Deluxe Mixmaster mixer. Ad no.N756. (In Saturday evening post, Oct. 14, 1961, p.63) © 10Oct61; KK163319.

New concept in frypan cookery. Multi-Cooker frypan. Ad no.725A. (In Life, May 5, 1961, p.88) © 3May61; KK163305.

New concept in frypan cookery. New Multi-Cooker frypan cooks up to a nine-pound roast. Ad no.N752. (In Look, Sept. 26, 1961, p.4) © 12Sep61; KK163315.

New, mixing perfection. Deluxe Mixmaster hand mixer. Ad no.N-720. (In Good housekeeping, Apr. 1961, p.11) © 25Mar61; KK163307.

Now, iron faster, easier than ever. Steam or dry iron. Ad no.N-719. (In Good housekeeping, Apr. 1961, p.10) © 25Mar61; KK163309.

One finger does it, automatically: automatic electric can opener. Now with just one finger you can open any standard can in just seconds. (In Good housekeeping, June 1961, p.11) © 18May61; KK163295.

One finger does it, automatically. Automatic electric can opener means more kitchen convenience. (In Good housekeeping, Oct. 1961, p.11) © 19Sep61; KK163296.

Priced right, styled right ... Petite alarm, by Sunbeam. (In Electrical merchandising week, May 15, 1961, p.37) © 15May61; KK163311.

Priced right, styled right ... the Night Lighter, by Sunbeam; a wall clock that's beautiful. (In Mart magazine, June 1961, p.61) © 1Jun61; KK163313.

Priced right, styled right ... the Slim Wood, by Sunbeam. (In Electrical merchandising week, May 22, 1961, p.38) © 22May61; KK163312.

Priced right, styled right ... the Townhouse, by Sunbeam. Electric clocks. (In Electrical merchandising week, May 8, 1961, p.13) © 8May61; KK163306.

Priced right, styled right ... the Villa, by Sunbeam. Electric clocks. (In Electrical merchandising week, Apr. 24, 1961, p.46) © 24Apr61; KK163303.

Priced right, styled right ... Wink-Awake alarm, with adjustable, Panelescent lighted dial, by Sunbeam. (In Electrical merchandising week, May 1, 1961, p.34) © 1May61; KK163304.

Real coffee, faster than instant. New automatic percolator. (In Ladies home journal, Oct. 1961, p.149) © 28Sep61; KK163310.

Real coffee, real fast. Automatic deluxe percolator. Ad no.N-721. (In Good housekeeping, May 1961, p.11) © 18Apr61; KK163308.

The secret of Suzanne is in the final touch that makes feminine grooming complete. Lady Sunbeam electric shaver. Ad no.R-225NA. (In Photoplay, Oct. 1961, p.22) © 5Sep61; KK163298.

The secret of Suzanne is in the final touch that makes feminine grooming complete. Lady Sunbeam electric shaver. Ad no.R-226NA. (In Glamour, Oct. 1961, p.146) © 22Sep61; KK163302.

Sunbeam frypan doubles as mother hen. Ad no.N-763. (In Chicago tribune, Oct. 30, 1961, p.24) © 30Oct61; KK163321.

This iron glides on a cushion of steam. New steam or dry iron. Ad no.N-758. (In Look, Oct. 24, 1961, p.4) © 10Oct61; KK163320.

This iron glides on a cushion of steam ... Sunbeam's automatic electric can opener means more kitchen convenience. Ad no.N-754. (In McCall's, Oct. 1961, p.168) © 26Sep61; KK163316.

Time, space & decorating. Clean lines and functional beauty are the key to modern decor ... this cordless clock by Sunbeam uses just one inexpensive flashlight battery. Ad no.N-741. (In Better homes & gardens home furnishings ideas annual, 1962, p.54) © Sunbeam, accepted alternative designation of Sunbeam Corp.; 19Sep61; KK163299.

Time, space & decorating. Clocks are to be lived with. Ad no.N-742. (In Better homes & gardens, Oct. 1961, p.40) © Sunbeam, accepted alternative designation of Sunbeam Corp.; 19Sep61; KK163300.

Toast to your taste ... Radiant Control toaster. Ad no.N-722. (In Good housekeeping, May 1961, p.10) © 18Apr61; KK163293.

With electricity, you just plug in and mow. Ad no.LM-39. (In House & garden, May 1961, p.199) © 20Apr61; KK163294.

SUPERAIN, INC. ©

Brand new, pistol hose nozzle. Loaded with value, priced to sell. © 20Sep61; KK161973.

Ever-popular, ever-profitable Superain. Best-selling rectangular area oscillating lawn sprinklers. © 20Sep61; KK161975.

Now, the sprinkler that thinks for itself. The oscillating sprinkler with the amazing automatic water timer. © 20Sep61; KK161974.

SUPERIOR CONCRETE ACCESSORIES, INC. ©

Accessories for bridge abutments, retaining walls, approaches, grade separations, interchanges & decks. BB-2. Appl. author: L. Cutler Umbach. © 11Aug61; KK160945.

SUPERIOR ELECTRIC CO. ©

First six months 1961 progress report. © 21Jul61; KK160521.

Guia de productos. SE-L36125. © 23Aug61; KK161420.

Powerstat variable transformers, the new 21 series. Bulletin P6121. © 7Jun61; KK160316.

What these people say can save you money; Stabiline automatic voltage regulator. SE-L76120. © 18Aug61; KK161419.

SUPERIOR PLASTICS, INC. ©

Anatomy of smell, complete human model kit. 3400:200. (How we live, no.4 in a series) © 11Sep61; KK161599.

Anatomy of taste, complete human model kit. 3500:200. (How we live, no.5 in a series) © 15Sep61; KK161598.

Anatomy of touch, complete human model kit. 3300: 200. (How we live, no.3 in a series) © 13Jun61; KK160199.

The beating heart, complete human model kit. 4000:300. (Modern man, no.5) © 26Jun61; KK160305.

SUPREME BAKERS DIVISION, UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America. Supreme Bakers Division.

SURVIVAL PRODUCTS, INC. ©

Survival pak. Two week supply. © 26Jun61; KK161676.

SWEET'S LABORATORY.

Foot deodorant. Net wt. 5 oz. © R. K. Hannigan d.b.a. Sweet's Laboratory; 1Mar61; KK160471.

SWIFT, JERRY.

A Christmas symphony. SEE Mount St. Michael's Seminary of Philosophy & Science, Spokane, Wash.

SYNTEX LABORATORIES, INC. ©

Steroid dial. Synalar cream; Anadrol. © 26Jun61; KK159934.

The steroids: what they are and what they do. 13. Steroid therapy in gynecology, part 1. (In J. A. M. A., May 6, 1961, p.66-67) © 6May61; KK159983.

T

TA MANUFACTURING CORP. ©

Thomas 16 fluid pan head for 16 mm. cinematography. © 20Sep61; KK163456.

TCKC. SEE Chung King Corp.

T.C.S.K., INC. SEE Twin Cantors Silver Kettle, Inc.

TDDC. SEE Dow Chemical Co.

T-FAL CORP. ©

Cooks fat-free, nothing sticks. Only no-stick pans Locked-n-Sealed with Du Pont's pure Teflon. (In The New Yorker, July 8, 1961, p.11) © 8Jul61; KK161169.

TFC CO. SEE Tennessee Fabricating Co.

TMP INC. SEE Thermo Products, Inc.

T. P. & M. C. I. SEE Platt & Munk Co., Inc.

T. P. C. SEE Pillsbury Co.

TRB CO. SEE Timken Roller Bearing Co.

TALISMAN, MARK. SEE Avant Gardes.

TAYLOR, JOHN PAUL. ©

The Newsy Serviette newspaper circulation promotion plan. © 4Oct61; KK161677.

The Newsy Serviette permits you to capitalize on a valuable sleeper. A newspaper has one outstanding, unequaled, unmatched facility: an amazingly fast distribution system. © 31Aug61; KK162058.

TAYLOR MUSEUM OF THE COLORADO SPRINGS FINE ARTS CENTER. ©

Music of the Pueblos, Apache and Navaho. Recorded by David P. McAllester, Donald N. Brown. Edited by Donald N. Brown. © 1Nov61; KK162359.

TAYLOR TOPPER, INC. ©

Taylor Topper, world's finest, most practical hairpiece. © 6Jul61; KK160904.

TEARE (M. M.) CO., INC. ©

Ankle support. © 7Sep61; KK161197.

TECHNIGRAPHIC DEVELOPMENTS, INC. ©
Color screen guide. © 21Jul61; KK160863.

TELE-CO$T CORP. ©
Cost of phone calls from Citrus and Chapman numbers to prefixes listed below. Fidelity Federal Savings and Loan Association. (Telephone message unit rate chart) Appl. states prev. reg. 31Jul58, KK136013. NM: revision. © 20Oct61; KK162185.

TELE-SOUND PRODUCTIONS, INC. ©
Let the Top Dog increase your profit, ratings, acceptance. Appl. author: William Lee Deuries. © 4Nov61; KK162720.

TELL CITY PRETZEL CO.
Famous Tell City pretzels since 1911. Net wt. 11 ozs. © Tell City Pretzel Co., division of Petroleum King, Inc.; 20Mar61 (in notice: 1960); KK161377.

TEMPO FURNITURE CORP. ©
This gorgeous high styled modern bedroom set, yours for just one dollar. Yes, just $1, with your purchase of any living room set in our store. (In The Oregonian, Oct. 14, 1961, p.8) © 14Oct61; KK162120.

TEMPTRON, INC. ©
Tempak, mineral oxide insulated thermocouple materials. Catalog 2550. © 15May61; KK160468.

TENNESSEE FABRICATING CO. ©
TFC Magi-Mtl, another creative achievement from Tennessee Fabricating Company. © 5Sep61; KK161916.

TENSIOMETERS, INC. ©
Uni-tens controlled tension wind-up drives for winding plastics, paper, rubber, textiles, metal. Bulletin U-101. © 18Aug61; KK160923.

TEXAS PHENOTHIAZINE CO. ©
Dr. Rogers' Micro-Bov w.L.A. drench. An improved treatment for use in controlling tapeworms ... inhabiting the intestinal tract of cattle or calves. Net contents: 1 gallon. © 24Aug61; KK161112.

Dr. Rogers' Micro-Phene, purified phenothiazine drench for sheep and goats. Net contents: 1 gallon. © 24Aug61; KK161113.

Dr. Rogers' Micro-Phene w. L.A. for sheep and goats. An improved treatment for elimination of tapeworms as well as certain roundworms. Net contents: 1 gallon. © 24Aug61; KK161114.

TEX-VIT MANUFACTURING CO. ©
Eject-All pneumatic sewage ejectors. Appl. author: John Greene. © 9Aug61; KK160741.

THERMO PRODUCTS, INC. ©
Ther-Mo Roofs, industrial and residential roofs. © 26Oct61; KK163362.

THERMOPATCH CORP. ©
Color code; Q tape, the heat adhesive colored identification tape. Swatch card. NM: revision. © 30Oct61; KK163057.

THOMAS, ROBERT J. ©
Kar-Tra Co. presents a dramatically new achievement, a disposable tray. © 24Aug61; KK161427.

3M CO. SEE Minnesota Mining & Manufacturing Co.

TIDY HOUSE PRODUCTS.
Glosstex starch for white and colored clothes. Blue label. Net contents: 1/2 fl. gal. © Pillsbury Co. (in notice: Tidy House Products, a division of Pillsbury Co.); 19Jun61; KK161397.

TIDY HOUSE PRODUCTS CO. ©
Cleaner for plastic dishes and coffee makers. Net contents: 6 oz. © 12Feb61; KK160375.

TIFFANY STAND CO. ©
Presenting the Magnificent; new, Tiffany office machine stands. Model 6000. Appl. author: Padco Advertising Co. © 17Jul61; KK160355.

TIME, INC. ©
SI, the sporting word game. © 9Dec61; KK162964.

TIMKEN ROLLER BEARING CO. ©
Come harvest time this year be a power farmer; 1921 Whitney 207. Everything's changed but the name on the bearings. (In The Wall Street journal, east & midwest, July 12, 1961, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Jul61; KK160775.

Everything's changed but the name on the bearings. Four Aces, America's first locomotive with roller bearings on all axles. (In The Wall Street journal, Eastern ed., June 7, 1961, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Jun61; KK160472.

Everything's changed but the name on the bearings. Kelly truck. (In The Wall Street journal, Eastern ed., June 28, 1961, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Jun61; KK160473.

Go to blazes on the new 1917 Ahrens-Fox. (In The Wall Street journal, Sept. 19, 1961, p.9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Sep61; KK161956.

Now the best is even better, the new 1918 Best; everything's changed but the name of the bearings. Best tractor. (In The Wall Street journal, east & midwest, Aug. 16, 1961, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Aug61; KK160866.

Remember when Dutch Clark ran 100 yards for a 40-yard TD? (In D. A. C. news, Oct. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Oct61; KK161552.

Remember when he bagged 16 birdies to win the Western Open? (In D. A. C. news, July 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jul61; KK160278.

Remember when his grand slam clinched the pennant? (In D. A. C. news, Sept. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep61; KK161183.

Remember when Joe Schmidt intercepted 3 to beat the Rams. Endorsed by Howard Geldhof. (In D. A. C. news, Nov. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov61; KK162500.

Remember when Sid Abel was a four time winner. (In D. A. C. news, Dec. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec61; KK163078.

Remember when the series game was lost if a curve ball got by him? Mickey Cochrane. (In D. A. C. news, Aug. 1961, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Aug61; KK160483.

TIRES, INC. ©
35 carload manufacturers' closeout. (In Sunday news, New York, Sept. 24, 1961, p.152-153) © 24Sep61; KK161408.

TONSILINE CO. ©
For sore throat due to colds, use Tonsiline. One dozen, small size. Counter display. Appl. author: Donald W. Ink. © 26Oct61; KK163086.

Tonsiline. 4 fluid ounces. Appl. author: Donald W. Ink. © 26Oct61; KK163085.

TOP-WIP, INC. ©
Fashion brand whip cream topping, only 14 calories per average serving. Net 7 fluid ozs. © 20May61; KK160310.

TOWLE MANUFACTURING CO.
Introducing Vespera. Silversmiths. © Towle, accepted alternate designation of Towle Manufacturing Co.; 13Jul61; KK160668.

TRADE TILE DISTRIBUTORS. SEE Mr. Tile-It.

TRANS CARIBBEAN AIRWAYS, INC. ©
Que? Un jet con un 5to. motor? (In El Diario de Neuva York, July 2, 1961, p.27) Appl. author: Warwick & Legler, Inc. © 2Jul61; KK160514.

What? A 5th engine jet? (In The New York times, July 1, 1961, p.4) Appl. author: Warwick & Legler, Inc. © 1Jul61; KK160513.

TREASURAMA. ©
That lost mine ought to be over there. Trails to treasures of the golden Southwest. (In Los Angeles times, Aug. 20, 1961, comic section, p.3) © 18Aug61; KK160948.

TRIGG, JESSE I. SEE Trigg Bros.

TRIGG BROS. ©
Big Stinky catfish bait. © Jesse I. Trigg d.b.a. Trigg Bros.; 16Aug61; KK161199.

Please sir, handle me gently, lay me down easy. Some fisherman wants to have some fun and I expect to help. © Jesse I. Trigg d.b.a. Trigg Bros.; 13May61; KK160391.

TRITT (OLGA) INC. ©
All in 18 kt gold or platinum. Sapphire diamond gold bracelet, $2800. (In The New Yorker, Dec. 9, 1961, p.3) © 9Dec61; KK163460.

TROPHEE MANUFACTURING CO. ©
Deodorant and lure. © Charles R. Pendl d.b.a. Trophee Mfg. Co.; 1Aug61; KK160840.

TUBBY BURGERS. ©
Tubby. One stop and satisfy all the family. © 7Jul61; KK161997.

TUCKER MANUFACTURING CORP. ©
22 qt. waste basket, polyethylene. No. 216. © 18Aug61; KK161132.

TWIN CANTORS SILVER KETTLE, INC. ©
Imagine, for your important home entertaining, such gourmet dishes as beef Stroganoff. Buffet catering service. (In New York post, Oct. 13, 1961, p.14) © 13Oct61; KK161817.

TYLER REFRIGERATION CORP. ©
Rack 'em, stack 'em, tier 'em with Tyler Vulumatic merchandisers. (In Supermarket news, July 24, 1961, p.40) Appl. author: John J. Philip. © 24Jul61; KK162543.

Tyler for everything you need in food refrigeration. Condensing unit assemblies. (In Supermarket news, Oct. 16, 1961, p.76) Appl. author: John Jay Philip. © 16Oct61; KK162326.

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ULMANN (BERNHARD) CO.

Bear brand Colormate sweater and skirt kit. Kit no.7612. Appl. author: Eugene Engel. © Bernhard Ulmann Co., div. Hoosac Mills Corp.; 17Jul61; KK160838.

Bear brand Duo afghan, kit no.7604. Appl. author: Eugene Engel. © Bernhard Ulmann Co., div. Hoosac Mills Corp.; 17Jul61; KK161032.

Bear brand filigree cardigan kit, no.7611. Appl. author: Eugene Engel. © Bernhard Ulmann Co., div. Hoosac Mills Corp.; 17Jul61; KK160837.

Bear brand Jr. Sportsman cardigan or pullover kit. Kit no.7608. Appl. author: Eugene Engel. © Bernhard Ulmann Co., div. Hoosac Mills Corp.; 17Jul61; KK160834.

The jeweled cardigan by Bear brand. Kit no.7605. Appl. author: Eugene Engel. © Bernhard Ulmann Co., div. Hoosac Mills Corp.; 17Jul61; KK161033.

Miss Button 'n Bows cardigan kit, no.7609. By Bear brand. Appl. author: Eugene Engel. © Bernhard Ulmann Co., div. Hoosac Mills Corp.; 17Jul61; KK160835.

Scandinavian cardigan or pullover for men and women by Bear brand. Kit no.7606. Appl. author: Eugene Engel. © Bernhard Ulmann Co., div. Hoosac Mills Corp.; 17Jul61; KK161031.

Spectator cardigan, by Bear brand. Kit no.7607. Appl. author: Eugene Engel. © Bernhard Ulmann Co., div. Hoosac Mills Corp.; 17Jul61; KK160833.

Yours Truly cardigan kit, no.7610. By Bear brand. Appl. author: Eugene Engel. © Bernhard Ulmann Co., div. Hoosac Mills Corp.; 17Jul61; KK160836.

UNCAS MANUFACTURING CO. ©

With this eye-catching display unit, ring sales go up, up, up. © 27Oct61; KK163337.

Zodiac birth ring. © 21Oct61; KK162577.

UNCLE BEN'S, INC. ©

Curried rice. 6 oz. net weight. © 1Sep61; KK162433.

Long grain and wild rice mix. 6 oz. net weight. © 1Sep61; KK162575.

Quick-cooking kidney beans. 10 oz. net wt. © 28Sep61; KK162432.

Quick-cooking navy beans. 10 oz. net wt. © 28Sep61; KK162430.

Spanish rice mix. 6 oz. net weight. © 1Sep61; KK162431.

3 new rice mixes from Uncle Ben's. Long grain and wild rice mix. (In Houston post, Aug. 23, 1961, sec. 1, 1961, p.5) Appl. author: Ted Bates & Co., Inc. © 23Aug61; KK161219.

UNEEDA DOLL CO., INC. ©

Baby Talks; the most lifelike baby doll ever made. Appl. author: Robert K. Ostrander. © 3Apr61; KK162218.

A child's dream; doll trunk. Appl. author: Robert K. Ostrander. © 5Apr61; KK162373.

Dolly-Pop moves her hand to her mouth with a lollypop, spoon or bottle. Dolly-Pop has her own high chair, too. Appl. author: Robert K. Ostrander. © 3Apr61; KK162284.

Patty-Kix. Squeeze the bottle and see Patty-Kix come alive. Appl. author: Robert K. Ostrander. © 3Apr61; KK162219.

Sunny Face grins & giggles when you squeeze her tummy. The doll with the sunny disposition. Appl. author: Robert K. Ostrander. © 9Feb61; KK162285.

UNGER CO.

Ohlin's bakery; fresh from our ovens since 1915. Chef Royale design. Appl. author: Paul A. Unger. © Unger, accepted alternative designation of The Unger Co.; 15Sep61; KK161494.

UNION SPECIAL MACHINE CO. ©

Automatic feeder for shank buttons for Lewis button sewer. Class 200. Appl. author: Arthur James Feigel. © 4Sep61; KK161170.

High speed bobbinless pinker, style 54400 K. Appl. author: Arthur James Feigel. © 13Nov61; KK162648.

Lewis. Industrial sewing machines. (Bulletin 1100) Appl. author: Arthur James Feigel. © 3Apr61; KK162320.

New, automatic, flat button feeder for Lewis button sewer, class 200. Appl. author: Arthur James Feigel. © 18Sep61; KK161570.

New, bobbinless taping machine with trimmer, style 51200 BD. Appl. author: Arthur James Feigel. © 20Nov61; KK162831.

New two-needle machine for simultaneously seaming, trimming, binding. Style 51500 BT. Appl. author: Arthur James Feigel. © 16Oct61; KK163136.

Now, ForMation for automation; hemming flat sleeve pieces for knit shirts. Style 39500 HM. Appl. author: Arthur James Feigel. © 18Sep61; KK161569.

Tandem needle safety stitch machines for simultaneously seaming and overedging. Style 52900 BJ. Appl. author: Arthur James Feigel. © 26Sep61; KK161707.

UNION WIRE ROPE.

Tufwire products for prestressed concrete. Appl. author: Ray G. Noble. © Union Wire Rope, Armco Steel Corp.; 25Sep61; KK161586.

UNITED BISCUIT CO. OF AMERICA. SUPREME BAKERS DIVISION. ©

Chocolate fudge sandwich; made with pure chocolate. One pound net. © United Biscuit Co. of America (in notice: United Biscuit Co. of America, Supreme Bakers Division); 1Nov61; KK162417.

Supreme pecan crisp. Net weight 14 1/4 ounces. © 20Jul61; KK160416.

Thin & crisp Supreme saltines. 8 packs. One pound net. © United Biscuit Co. of America (in notice: United Biscuit Co. of America, Supreme Bakers Division); 23Oct61; KK162331.

Waldorf salt free crackers. Net weight 13 ounces. © United Biscuit Co. of America (in notice: United Biscuit Co. of America, Supreme Bakers Division); 6Oct61; KK161803.

UNITED FEATURES SYNDICATE, INC. ©

Peanuts super slate fun. 8818. By Saalfield. Authorized ed. From the famous comic strip created by Charles M. Schulz. © 7Jun61; KK161018.

UNITED FILM CLUB. ©

Free Kodak film. (In Everywoman's family circle, Aug. 1961, p.77) Appl. author: Anthony B. Calandra. © 18Jul61; KK160530.

Special offer. Free Kodak film. Appl. author: Anthony B. Calandra. © 28Feb61; KK160529.

Travel bureau special offer. Free Kodak film. Appl. author: Anthony B. Calandra. © 30Apr61; KK160531.

UNITED MERCHANTS & MANUFACTURERS, INC. ©

Special gift offer from Con-Tact, the all-purpose decorative vinyl pastic. All-purpose precision U. S. made scissors. © 5Jul61; KK161151.

21 ideas to help you sell Con-Tact, the original self-adhesive decorative vinyl plastic. Sales manual. © 7Jul61; KK161152.

UNITED STATES GYPSUM CO. ©

Banner ideas for remodeling. © 15Sep61; KK161865.

Farm bulding plan from your Business of farming dealer.
No.
BF 616. Herringbone milking plant. © 15Sep61; KK162559.

Farm building plan from your Business of farming dealer. Rigid-frame construction. No.BF 602. (In The Business of farming, Mar.-Apr. 1960, p.11-14) © 15Jan61; KK161866.

Handyman plan.
No.
PUB314. Home offices. © 7Jul61; KK161537.
PUB315. Music-TV centers. © 6Sep61; KK161538.

U. S. MERCHANDISE MART, INC. ©

TV-gram. SEE our TV-gram specials on television. (In The Washington post-times herald, Feb. 12, 1960) Appl. author: Norman Bennett. © 12Feb60 (in notice: 1959); KK159842.

UNITED STATES TOBACCO CO. ©

Daring new Skis, a new adventure in cigarette smoking. (In Life, Nov. 17, 1961, p.A1) Appl. author: Donahue & Coe, Inc. © 17Nov61; KK162759.

A new adventure in smoking. Daring new Skis. (In Life, Oct. 6, 1961, p.A1) Appl. author: Donahue & Coe, Inc. © 4Oct61; KK161800.

A new adventure in smoking. Daring new Skis. (In Life, Nov. 3, 1961, p.A1). Appl. author: Donahue & Coe, Inc. © 3Nov61; KK162360.

United States Tobacco Company asks: Why does the well-made cigarette taste so much better? Encore. (In Buffalo evening news, May 17, 1961, p.70) © 17May61; KK160475.

UNIVERSAL PRODUCING CO. ©

Deluxe men's shoe bag in new decorator colors. No.214. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 30Apr55; KK162889.

Duo-duty bag. Non-allergic pillow cover; clothes dampener bag. No.60. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 19Apr55; KK162893.

Garment bags. No.1170. This package contains jumbo garment bag. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 21Sep56; KK162891.

Garment bags. No.1314, fanfare. This package contains suit garment bag. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 27Sep56; KK162892.

Plastic flare skirt bag for crinoline, quilted and ruffled skirts. No.95. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 11May55; KK162888.

Taffeta embossed, all-quilted plastic children's shoe bag. No.270. Appl. authors: Raymond Rankin Stewart & Wilson Turnet Stewart. © 20Oct55; KK162887.

Taffeta embossed, all-quilted vinyl plastic ladies' shoe bag. No.6-X. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 28May55; KK162890.

UNIVERSAL SALES. ©

Entire stock ordered sold at sacrifice prices; everything goes: going out of business sale. Ladies' fall suits. (In The Calhoun County times, Nov. 14, 1961, p.4-A) Appl. author: O. J. Massie. © 14Nov61; KK163458.

UNIVERSAL UPICO PROMOTIONS, INC.
Universal, the trade stimulator plan that pushes groceries, not premiums. © Universal U. Prom. Inc. whose full corporate name is Universal Upico Promotions, Inc.; 8Aug61; KK162932.

UPJOHN (WILLIAM JOHN) ASSOCIATES. ©
The cost of funerals. Truesdale Chapels. (In Kalamazoo gazette, Oct. 30, 1961, p.2) © 30Oct61; KK163244.

Of course, economy is a consideration. Truesdale Chapels. (In Kalamazoo gazette, Nov. 20, 1961, p.4) © 20Nov61; KK163243.

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Diagnos/o/gram. To gain precious therapeutic hours, prescribe Panalba promptly. © 27Nov61; KK162848.

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Protectioneering for coverage that fits your individual needs exactly. (In The Saturday evening post, Nov. 11, 1961, p.64) Appl. author: Rumrill Co., Inc. © 7Nov61; KK162967.

Protectioneering is coverage where it really counts. (In Saturday evening post, Sept. 16, 1961, p.125) Appl. author: Rumrill Co., Inc. © 12Sep61; KK161422.

Protectioneering is coverage where it really counts. (In Utica Observer-dispatch, June 12, 1961, p.3) Appl. author: Rumrill Co., Inc. © 12Jun61; KK159854.

Protectioneering is insurance custom-planned to give you maximum protection and savings. (In Utica observer-dispatch, May 29, 1961, p.3) Appl. author: Rumrill Co., Inc. © 29May61; KK159853.

Protectioneering keeps your insurance in step with changing needs. (In Utica observer-dispatch, June 26, 1961, p.3) Appl. author: Rumrill Co., Inc. © 26Jun61; KK159911.

Too many players may lose the game, protectioneering is error-free insurance planned for you alone. (In The Saturday evening post, June 24, 1961, p.86) Appl. author: Rumrill Co., Inc. © 24Jun61; KK159910.

Why pay for protection you don't need? (In The Saturday evening post, Oct. 14, 1961, p.69) Appl. author: Rumrill Co., Inc. © 10Oct61; KK162511.

V

VAN CAMP SEA FOOD CO. ©
Chicken of the Sea brand albacore, fancy, solid white tuna; giant size. Net contents 13 ozs. avoir. NM: additions. © 1May61; KK160195.

VANDERBILT (R. T.) CO., INC. ©
How to bake perfect sponge cake every time with new Vanlite, another fine cake emulsifier. © 15May61; KK160073.

VAN STRAATEN CHEMICAL CO. ©
Vantrol 700, a new concept in water solubles. © 16Jun61; KK160219.

VEGA ELECTRONICS CORP. ©
Specifications for the Vega-Mike system. Catholic church door. © 10Jul61; KK160479.

VERDE. SEE HOUSE OF VERDE, INC.

VIDEO ENGINEERING CO., INC. ©
Closed circuit TV microscopy for research and teaching in schools, industry and government. Appl. author: Kenneth L. Nathanson Associates. © 1Nov61; KK162936.

VISCO PRODUCTS DIVISION, MANDIST, INC. SEE Mandist, Inc. Visco Products Division.

VISION-MASTER, INC. ©
Stop shoplifters the low cost way. Anti-theft reflectors. © 18Aug61; KK160819.

VITARINE CO., INC. ©
Tablets Pyridazine, urogenital analgesic and anti-infective in urinary tract infections. Appl. author: Melvin Stern. © 5Jul61; KK160204.

VITASAFE CORP. ©
Yours free with a trial participation in the Vitasafe plan; Detecto gold ray bath scale. 72-S. (In The Cincinnati post & times-star, June 3, 1961, p.20-B) © 3Jun61; KK159889.

Yours free with a trial participation in the Vitasafe plan; Detecto gold ray bath scale. 73-S. (In The Cincinnati post & times-star, June 3, 1961, p.20-A) © 3Jun61; KK159888.

VOLKSWAGEN OF AMERICA, INC. ©
Are you still pushing this around? (In U. S. news & world report, July 24, 1961, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 17Jul61; KK160751.

How can you be sure you're getting a '62? (In Sunset, Oct. 1961, p.251) Appl. author: Doyle Dane Bernbach, Inc. © 25Sep61; KK162860.

How fast are your deliveries after the truck stops? Endorsed by the Frank Pitcher Co. (In Office appliances, June 1961, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 6Jun61; KK160210.

How fast are your deliveries after the truck stops? Endorsed by the Meyers Meat Co. (In Progressive grocer, June 1961, p.92) Appl. author: Doyle Dane Bernbach, Inc. © 1Jun61; KK160212.

Made where gas costs 60¢ a gallon. (In Newsweek, Sept. 25, 1961, p.46) Appl. author: Doyle Dane Bernbach, Inc. © 20Sep61; KK162858.

Never. (In Reader's digest, Oct. 1961, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 28Sep61; KK162854.

No point showing the '62 Volkswagen. It still looks the same. (In Life, Sept. 8, 1961, p.129) Appl. author: Doyle Dane Bernbach, Inc. © 7Sep61; KK162067.

Our truck's been road tested 12 years. (In Chicago daily tribune, July 5, 1961, pt. 2, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 5Jul61; KK160756.

That's about the size of it. (In U.S. news & world report, Aug. 21, 1961, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 14Aug61; KK162073.

They cost the same to run. (In Electrical construction and maintenance, Aug. 1961, p.156) Appl. author: Doyle Dane Bernbach, Inc. © 14Aug61; KK162853.

35,000 milesssssssssssssssssssss. (In American paint and wallpaper dealer, July 1961, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 26Jun61; KK160753.

This is the Volkswagen truck idea. This is the Volkswagen truck. (In Newsweek, Sept. 11, 1961, p.10-11) Appl. author: Doyle Dane Bernbach, Inc. © 6Sep61; KK162065.

Three (3) tailgates. Endorsed by Karl Steinlechner & Son. (In Home & garden supply merchandiser, June 1961, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 27May61; KK160209.

The Volkswagen is the big one. (In Newsweek, July 3, 1961, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun61; KK160752.

We also make a funny-looking car. (In Newsweek, Oct. 16, 1961, p.77) Appl. author: Doyle Dane Bernbach, Inc. © 11Oct61; KK162856.

We also make a funny-looking car. (In Sports illustrated, June 5, 1961, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 2Jun61; KK160601.

When does it say uncle? Our truck? Never. (In Plumbing-heating-cooling business, June 1961, p.44) Appl. author: Doyle Dane Bernbach, Inc. © 2Jun61; KK160207.

Which truck has to make 2 trips? (In The Progressive farmer, Tex.-Okla. ed., July 1961, p.6-7) Appl. author: Doyle Dane Bernbach, Inc. © 14Jun61; KK160213.

Which truck has to make 2 trips? Endorsed by Merodias Construction. (In American builder, June 1961, p.72-73) Appl. author: Doyle Dane Bernbach, Inc. © 2Jun61; KK160214.

Why does this station wagon look like a bus? (In Sports illustrated, June 26, 1961, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 23Jun61; KK160211.

Why won't your wife let you buy this wagon? (In Sports illustrated, June 12, 1961, p.64) Appl. author: Doyle Dane Bernbach, Inc. © 9Jun61; KK160208.

Why you should open a window before you close the door of a Volkswagen. (In Saturday evening post, Mar. 25, 1961, p.83) Appl. author: Doyle Dane Bernbach, Inc. © 21Mar61; KK163130.

VOLUMES IN VALUES, INC. ©
Deluxe 82 pc. rose print Cannon linen & towel ensemble. Marks Bros. Jewelers. (In Midwest magazine (Chicago Sunday sun-times) July 16, 1961, p.20) © 16Jul61; KK160783.

Deluxe, fully upholstered child's rocker and plush luxury, jumbo sized toy chest divan. Marks Bros. Jewelers. (In Chicago sun-times, Nov. 19, 1961, comics) © 19Nov61; KK162766.

4 Chatham rose bud blankets. Marks Bros. Jewelers. (In Midwest magazine (Chicago Sunday sun-times) Oct. 22, 1961, p.28) © 22Oct61; KK162564.

Rugged professional quality, all purpose, super strength, heavy duty power saw. Marks Bros. Jewelers. © 18Jun61; KK160784.

37 pc. bed of roses Chatham & Cannon bedding ensemble. Marks Bros. Jewelers. (In Chicago sun-times, Sept. 24, 1961) © 24Sep61; KK161359.

3 pc. lightweight, extra capacity, contour molded, super strength luggage. Marks Bros. Jewelers. © 18Jun61; KK160785.

2 plyhide upholstered lounge chairs. Marks Bros. Jewelers. (In Chicago Sunday sun-times, Nov. 5, 1961, p.32) © 5Nov61; KK163021.

VON STERNBERG, JULE R. SEE Show-House.

VOREL, IRYS, pseud. SEE Bridgman, Margaret B.

VULCAN MOTOR PRODUCTS, INC. ©
Parts and tools to rebuild Chrysler alternators. Catalog page 62-3A. Appl. author: Alfred C. Greene. © 18Dec61; KK163369.

W

W. A. S. P. CO. SEE Sheaffer (W. A) Pen Co.

W.B.C. SEE Western Bearings Corp.

WPMC, INC. SEE Waxed Paper Merchandising Council, Inc.

WALCO TOY CO., INC. ©

Charm craft, a creative art. Ages 6 years and up. Jewelry chain, connecting links, clasps, assembly tool, charms, bangles. (Walco craft series, outfit no.3706) © 10Aug61; KK163329.

Craft-Stick art. Ages 7 years and up. Complete kit ... craft sticks, beads, decorative plaques, glue, etc. (Walco craft series, outfit no.5506) © 10Aug61; KK163331.

Fun with dolls; delightful & creative. Ages pre-school to 9 years. Complete kit. (Walco craft series, outfit no.5406) © 10Aug61; KK163332.

Fun with felt, with easy-stick velour board; teaches 3R fundamentals. Ages pre-school to 9 years. (Walco craft series, outfit no.5306) © 10Aug61; KK163334.

Fun with flowers. Outfit no.5211. © 10Aug61; KK163336.

New art felt craft; teaches 3R's and art appreciation. Includes easy-stick velour board. Outfit no.5311. © 10Aug61; KK163335.

Pixie puppets; a delightful craft, fun for all. Complete kit. (Walco craft series, outfit no.4706) © 10Aug61; KK163330.

Tile bead craft. Easy to make this beautiful tile mat. Ages 7 years and up. All materials included. (Walco craft series, outfit no. 1206) © 10Aug61; KK163333.

WALLIS, THE DUCHESS OF WINDSOR. SEE Windsor, Wallis Warfield, Duchess of.

WALSH, STEPHEN. ©

The friendly stars that glow in the dark on ceiling or wall. 125 luminous star decals. Appl. states prev. reg. 14Mar58, KK132746. NM: directions & instructions. © 20Sep61; KK162561.

WARD INDUSTRIES CORP. PROSPERITY CO. SEE Prosperity Co.

WARNER BROS. PICTURES, INC. ©

Bugs Bunny adventure game. For ages 5 to 12. 4966. Milton Bradley Co. © 7Feb61; KK160880.

WASHINGTON GAS LIGHT CO. ©

The Washington Gas Light Company introduces Forecast Homes, selected exhibit homes. (In The Washington post & times herald, July 8, 1961, p.B-22) © 8Jul61; KK160326.

WATERVIEW AT MERRICK, INC. ©

Completely new, the Splanch, combining the best features of the ranch and split level. Appl. author: Gene Ballin. © 19May61; KK160553.

WATKINS-STRATHMORE CO. ©

Krazy Ikes; make hundreds of interesting toys. No.4997. © 8Sep61; KK162215.

WAVAL THERMAL. ©

New, improved Life styling hair spray by Nutri-Tonic. Full 15 oz. Appl. author: Samuel O. Ronk. © 28Jul61; KK161166.

Pin-O-Matic; directions by Ivan of Hollywood. Appl. author: Ivan Anderson. © 5Sep61; KK161515.

Pin-O-Matic permanent by Nutri-Tonic. Contents: 4 fl. oz. waving lotion, 2/3 oz. neutralizer, 10 end papers, 60 pins. Appl. author: Louise R. McKay. © 5Sep61; KK161516.

WAXED PAPER MERCHANDISING COUNCIL, INC. ©

Stop, we're launching a waxed paper safari. (Waxed paper animal card series) Appl. author: Warner P. Simpson Co. © 12Sep61; KK163095.

WAYNE KNITTING MILLS. ©

Belle-Sharmeer legsize chart; foot size chart. © 20Oct61; KK162084.

WEATHERHEAD CO. ©

Import car tune-up guide. © 11Sep61; KK161421.

WEAVER (W. R.) CO. ©

The all new variable power V8, 2 1/2X to 8X, Weaver-Scope. (In Texas State Rifle Assn., Inc. program 1961, p.4 of cover) Appl. author: Thomas S. Duff. © 14Feb61; KK162901.

Better sighting means better shooting with a Model K Weaver-Scope. (In Field & stream, Nov. 1961, p.92) Appl. author: Thomas S. Duff. © 20Oct61; KK162135.

The early sun, a crow, and you, with your model B Weaver-Scope; a Christmas gift to remember. (In Boys' life, Dec. 1961, p.70) Appl. author: Thomas S. Duff. © 3Dec61; KK163207.

For varmints or pests, try model B Weaver-Scopes. (In The Farm quarterly, Fall 1961, p.114) Appl. author: Thomas S. Duff. © 6Aug61; KK162677.

Improve your shooting with a model K Weaver-Scope. (In Field and stream, Oct. 1961, p.90) Appl. author: Thomas S. Duff. © 19Sep61; KK161345.

Model K Weaver-Scopes, your best sight, a magnified target. (In Field and stream, Aug. 1961, p.75) Appl. author: Thomas S. Duff. © 20Jul61; KK160306.

The model K4 Weaver-Scope. (In The Sporting news, Oct. 4, 1961, p.40) Appl. author: Thomas S. Duff. © 4Oct61; KK162899.

Most welcome gift for hunters, Weaver-Scope. Model K. (In Field and stream, Dec. 1961, p.93) Appl. author: Thomas S. Duff. © 20Nov61; KK162877.

Precision-built for performance; model K Weaver-Scopes. V8. (In Hot rod, Sept. 1961, p.16) Appl. author: Thomas S. Duff. © 25Aug61; KK162676.

The versatile, dependable V8 Weaver-Scope will meet all your shooting needs. (In The Sporting news, Oct. 11, 1961, p.20) Appl. author: Thomas S. Duff. © 11Oct61; KK162900.

Versatility plus with a V8 variable power 2 1/2X to 8X Weaver-Scope. (In Field and stream, Sept. 1961, p.74) Appl. author: Thomas S. Duff. © 20Aug61; KK160909.

Whatever you want in a scope, you'll find in a Weaver-Scope. Model V8. (In Hunting yearbook, 1962 ed., p.2 of cover) Appl. author: Thomas S. Duff. © 14Sep61; KK162903.

Where did that rabbit go? Weaver-Scopes. (In Boys' life, Nov. 1961, p.30) Appl. author: Thomas S. Duff. © 3Nov61; KK162902.

WECO PRODUCTS CO. ©

New bite-sized Dr. West's hugs the dental arch, fights decay best. Flexi-Tuft medium. (In Ladies' home journal, Oct. 1961, p.39) Appl. author: J. Walter Thompson Co. © 28Sep61; KK161808.

New, bite-sized toothbrush fights decay best. Dr. West's Flexi-Tuft. (In Ladies' home journal, Nov. 1961, p.4) Appl. author: J. Walter Thompson Co. © 31Oct61; KK162242.

Pocket 17¢ savings; 17¢ off on a new Dr. West's when you buy any toothpaste. (In Life, Oct. 13, 1961, p.108) Appl. author: J. Walter Thompson Co. © 10Oct61; KK162241.

WEISS (MEL) ENTERPRISES, INC. ©

Home Golf; play every hole ... in the comfort of your living room. Appl. author: Carmine Zero. © 5Sep61; KK163016.

WELD, TUESDAY. ©

Tuesday Weld paper dolls, costumes, scissors. 714. By Saalfield. Authorized ed. © 29Jun61; KK161016.

WELLCO SHOE CORP. ©

All new for '62. Funtread summer casuals. (In Footwear news, Aug. 10, 1961, p.17) © 10Aug61; KK161246.

All new for '62, Wellco Funtread summer casuals; ingenious Wellco box. (In Boot and shoe recorder national shoe fair daily, Sept. 24, 1961, insert) © 24Sep61; KK161714.

Am I seeing double? Foamtread slippers-casuals. Monica. (In Footwear news, June 23, 1961, p.9) © 23Jun61; KK161244.

From out of a Persian love song, Wellco's oriental beauties highten the leisure of the most glamorous at-homes. Foamtread slippers. (In Vogue, Sept. 15, 1961, p.113) © 15Sep61; KK161477.

How many of our customers live here? This is our volume market. Foamtread slippers. (In Footwear news, May 26, 1961, p.13) © 26May61; KK161245.

Matched accessory casuals. (In Footwear news, Oct. 26, 1961, p.11) © 26Oct61; KK162239.

Mood Orientale. Foamtread slippers. (In Vogue, Sept. 15, 1960, p.111) © 15Sep60; KK161476.

That Wellco comfort you've always enjoyed now available in leather, too. Foamtreads. (In Reader's digest, Oct. 1960, p.251) © 22Sep60; KK161736.

Twist 'em, wash 'em, jump on 'em; you just can't hurt Wellco Foamtread slippers. (In Reader's digest, Nov. 1959, p.183) © 22Nov59; KK161737.

WEST, PAUL BRUCE. ©

Cedar Glen on the Toms River; the senior citizens co-operative community. © 16Sep61; KK161492.

WEST END BREWING CO. OF UTICA, N. Y. ©

Have a nice week-end. Utica Club. (In Lawrence eagle-tribune, Aug. 30, 1961, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug61; KK162074.

I sometimes wonder if it pays to make beer this way. Utica Club. (In Syracuse herald-journal, Feb. 4, 1959, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 4Feb59; KK163074.

Our beer is 50 years behind the times and we're proud of it. Utica Club. (In Lancaster new era, June 27, 1961, p.8-9) Appl. author: Doyle Dane Bernbach, Inc. © 27Jun61; KK161389.

This is where my father learned the trade. Utica Club. (In Grit, July 9, 1961, nearby towns section, p.3) Appl. author: Doyle Dane Bernback, Inc. © 9Jul61; KK160755.

We had 3 ways to save you money on our beer. Utica Club. (In Grit, July 30, 1961, nearby towns section, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 30Jul61; KK161387.

WESTERN BEARINGS CORP. ©
New price list, ball and roller bearings for Brunswick Automatic Pin Setter and AMF Pin Spotter. Appl. author: Robert H. Sorgel. © 24Oct61; KK162429.

WESTERN ENTERPRISES, INC. ©
Welding connections. 1961 catalog supplement. Appl. author: Richard E. Spiker. © 3Jul61; KK160570.
Welding connections. 1961 catalog supplement. Supplementary list 61-2B, July 1, 1961. Appl. author: Richard E. Spiker. © 3Jul61; KK160665.

WESTERN PRINT. & LITHOGRAPHING CO.
Do-it-yourself paper craft. Box wrap. No.4572. © Western Print. & Lithographing Co., operating unit of Western Pub. Co., Inc.; 9Sep60; KK160396.
Family of dolls. Box wrap. No.4574. Six dolls with plastic stands. © Western Print. & Lithographing Co., operating unit of Western Pub. Co., Inc.; 9Sep60; KK160394.
45 games and 25 extra party stunts; family fun. Box wrap. No.4571. © Western Print. & Lithographing Co., operating unit of Western Pub. Co., Inc.; 9Sep60; KK160397.
Ike-A-Doo, Krazy Ikes game and construction set. Box wrap. No.4573. © Western Print. & Lithographing Co., operating unit of Western Pub. Co., Inc.; 9Sep60; KK160395.

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WESTERN SAVINGS BANK OF BUFFALO. ©
Take a good look at this one; easy 3-way saving plan. (In Buffalo evening news, June 6, 1961, p.9) © 6Jun61; KK160527.

WESTGATE-CALIFORNIA CORP. ©
New, first tuna in tasty vegetable broth. Half the calories, all the fine flavor. Best-O-Tuna. (In Sunday news, New York, coloroto magazine, Nov. 12, 1961, p.67) Appl. author: D'Arcy Advertising Co. © 12Nov61; KK163218.
New, first tuna in tasty vegetable broth; half the calories, all the fine flavor. Best O' Tuna. (In This week magazine (Providence Sunday journal) Nov. 26, 1961, p.6) Appl. author: D'Arcy Advertising Co. © 26Nov61; KK162896.
New, the first tuna in corn oil. Better tasting, better for you. Breast o' Chicken tuna. (In This week magazine (New York herald tribune), Nov. 5, 1961, p.14) Appl. author: D'Arcy Advertising Co. © 5Nov61; KK162412.
New, the first tuna in corn oil. Breast-O'-Chicken. (In The Pittsburg press, Oct. 1961, p.47) Appl. author: D'Arcy Advertising Co. © 19Oct61; KK161946.
New, the first tuna in corn oil. Breast-O-Chicken. Better tasting, better for you. (In The Daily Oklahoman, Nov. 10, 1961, p.18) Appl. author: D'Arcy Advertising Co. © 10Nov61; KK162666.

WEYHER, ROBERT C. ©
Plastomeric protective coating. © 12Jun61; KK159984.

WHITE KING, INC. ©
Aerosol alcohol rubbing compound, new Tone Up; professional spray rub with soothing lanolin mint fragrance. Contains 14 fluid ounces. © 5Sep61; KK162257.
Frolic dishwashing liquid. Net contents 1 quart. © 13Sep61; KK162256.
Zing, the modern way to counteract overindulgence. Contents: 1 dozen packages of 20 tablets each. © 22Aug61; KK162835.

WHITING MILK CO. ©
Ice cream by Daisy Meadows. (Daisy Meadows ice cream) One-half gallon liquid. Appl. author: Riegel Paper Corp. © 22Sep61; KK161426.

WHITMAN (STEPHEN F.) & SON, INC. ©
Stephen Whitman hand fashioned chocolates, nut crisp & chewy. One pound net wt. © 10Oct61; KK161888.

WHITMAN PUBLISHING CO. ©
ABC 123 sewing cards. No.4600. 6 hole-punched cards, 6 tipped yarn lacings. Signed: The Myers. © 8Sep61; KK162213.
54 games and 25 extra party stunts. Box wrap. No.4761. © 22Aug60; KK160398.
4 sewing cards. Cowgirl. No.4400. © 28Jul61; KK160841.
Funny Animals sewing cards. No.4600. 6 hole-punched cards, 6 tipped yarn lacings. © 8Sep61; KK162214.
Krazy Ikes; make hundreds of interesting toys. Ages 3 to 8 years. No.4757. © 13Jul61; KK160844.
Krazy Ikes; make hundreds of interesting toys. Ages 3 to 8 years. No.4760. © 13Jul61; KK160843.
Little ballerina doll kit. No.4732. 4 dolls with plastic stands, ballet costumes to cut-out. © 10Jul61; KK162217.
Magic stay-on dresses. Box wrap. No.4618. A stand-up doll with plastic base. © 15Jun61; KK160403.
Rainy day box. A busy box of things to do. No.4735. © 8Sep61; KK162212.
Sally and Susie magic dolls. Box wrap. No.4701. With plastic scissors, 2 plastic bases and dress sets. © 5Jul61; KK160399.
Sewing card fun. No.4400. 4 hole-punched bird cards, 4 tipped yarn lacings. © 28Jul61; KK160845.
Wedding day dolls. No.4723. 5 stand-up dolls with plastic stands, clothes pre-cut. © 31Jul61; KK160842.

WHITNEY, CARLTON MYRON. ©
Quality nameplates and desk signs. NM: additions. © 26Jun61; KK160164.

WHIT'S DAIRY SPECIALTIES.
Hol-Guerns. Use clear view signals for all extra orders. Appl. author: Richard W. Whitemyer. © Whit's Dairy Specialties, accepted alternative designation of Whit's Print. Co.; 1Jun61; KK160940.

WHIT'S PRINT. CO. SEE Whit's Dairy Specialties.

WHYCO CHROMIUM CO., INC. ©
Your dependable source for chromium plating of small parts. Bulletin JH 616. Appl. author: Jacob Hyner. © 1Aug61; KK161583.

WICKMAN PHARMACEUTICALS. ©
Rigident holds false teeth tight with utmost personal comfort. (In Bakersfield Californian, Oct. 9, 1961, p.8) © 9Oct61; KK162327.

WILFONG, GEORGE W. SEE Imagineering, the Art & Science of Imagination.

WILLIAMS, C. CHESTER. SEE Kel-Vitra Laboratories.

WILLIAMSON CO. ©
Duct, pipe & fittings for heating and cooling air distribution; famous Seal-Tite design. Wall chart. Appl. author: Walter C. Vester, Jr. © 16Jan61; KK160962.
Heats and cools America's homes. Gasaver series. Wall chart. Appl. author: Walter C. Vester, Jr. © 16Jan61; KK161376.

WIL-NES CORP. ©
Spawning grass, a permanent natural spawning device. Appl. author: Allan H. Willinger. © 16Oct61; KK161798.

WILSON & CO., INC. ©
Got an eye peeled for sales? Feature Ideal dog food, the 7 course meal. (In Chain store age, Mar. 1959, p.223) Appl. author: Roche, Rickerd & Cleary, Inc. © 28Feb59; KK163066.

WILSON-JONES CO. ©
Cooke & Cobb Favorite files and portfolios in free floor merchandiser. Assortment number L-2100. © 14Jul61; KK160803.
Grayline flat opening ring binders for tab records. © 1May61; KK160356.
Low price lock and key diaries. No.1699-1700. © 1Jun61; KK160360.
New, large capacity Wilson-Jones 2 1/2" binders, hold 500 to 700 sheets; added to 344- and 346-lines. © 14Feb61; KK160804.
New Wilson-Jones Cycolok post binders. Raven and Nomad toplock models. © 2Jan61 (in notice: 1960); KK160352.
New, Wilson-Jones dated appointment books and display assortments added to Standard Dairy line. No.909. Assortment no.88. © 9Mar61; KK160805.
New Wilson-Jones flexible ring books, 339-line. © 1Jun61 (in notice: 1960); KK160361.
New Wilson-Jones Porta-Ref portable posting tray. Stock no.120-05. © 3Apr61; KK160358.
Standard diaries, daily reminders and appointment books now in stock; 1962. © 17Jul61; KK160802.
Vinyl ring books and binders. 198-line. © 13Jul61 (in notice: 1960); KK160806.

WINDSOR, WALLIS WARFIELD, DUCHESS OF.
The Duchess of Windsor's year-round best sellers. 7, 8, 9, 12, 16 & 19. (In This week magazine, July 2, 1961, p.24) © Wallis, the Duchess of Windsor; 30Jun61; KK160106.
First fling for fall. No.23, Indian summer. (In This week magazine, Aug. 13, 1961, p.21) © 11Aug61; KK160711.

WINDSOR LABORATORIES. ©
Delicare skin cleanser and conditioner. 6 fl. oz. © 1Aug61; KK163093.

WINDSOR-LLOYD PRODUCTS, INC. ©
Premium Vandyne X-70, weather proof, golden motor oil. 2 U. S. gallons. © 24Jun61; KK162576.

WING (L. J.) MANUFACTURING CO. ©
Gas fired duct heater assemblies. (Bulletin GA-61) Appl. author: Donald C. Huber. © 25Jul61; KK161014.

WISS (J.) & SONS CO. ©
Pruning shears. One 907G. Appl. author: Gerald Stahl. © 5Sep61; KK162140.

WOLF BRAND PRODUCTS, INC. ©
No other chili, not even your own, can equal the tangy goodness of Wolf. (In Saturday evening post, Sept. 16, 1961, p.135) Appl. author: Clay Stephenson Associates, Inc. © 16Sep61; KK162086.

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Ballard's formula Wonder shampoo, a complete hair conditioner. © 29Nov61; KK162833.

WOOD-METAL INDUSTRIES, INC. ©
Wood-Mode kitchens; custom designed, custom built. Appl. author: Foltz-Wessinger, Inc. © 22Aug61; KK160975.

WOODWARD, ALBERT Y. SEE Finish Feeder Co.

WORK-FACTOR CO., INC. ©
VFP variable factor programming. Appl. author: James H. Duncan. © 13Jul61; KK162446.

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Entirely new ... comic strip. Dr. Jonathan Lloyd, child psychiatrist. © 4Nov61; KK162583.

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Gutter guard; galvanized. (Galvanized gutter guard) 20 foot roll. © 14Jul61; KK161568

WRIGLEY (WILLIAM, JR.) CO. ©
Fanciful figure. (The Evanston review, June 15, 1961, p.54) Appl. author: Cascade Pictures of California, Inc. © 15Jun61; KK160254.

WYLER & CO. ©
Potato soup with leek. 4 servings, cooks in 5 minutes. Net wt. 2 oz. © 28Aug61; KK162379.

Y

Y. A. C. SEE Yardis Advertising Co.

YARDIS ADVERTISING CO. ©
The idea that made water run uphill. Contessa di Roma introduces the Sculptured Silhouette. (In Jewish exponent, Dec. 2, 1960, p.49) Appl. author: Raymond Rosenberg. © 20Dec60; KK161223.

YOGG & CO. ©
Black felt groove board in anodized aluminum outdoor wall case. Catalog no.903. © 11Sep61; KK161371.

Black felt groove board, 22 x 28 inches, framed in solid oak on wrought iron easel. Catalogue no.901. © 11Sep61; KK161369.

Black felt groove board, 22 x 28 inches, in polished aluminum and chrome plated steel frame and stand. Catalogue no.902. © 11Sep61; KK161370.

Help stamp out home cooking, take her out to dinner tonight. © 30Jun61; KK160132.

New, different, profitable. Move the most profitable dishes on your menu. New vinyl plastic center flap. Brochure. © 1Aug61; KK161126.

PalaTeasers menu stickers. © 1Oct61; KK162243.

There is no better time to sell a man a drink than when he sits down to eat; gum-back menu stickers will do it. © 1Oct61; KK162244.

White plastic letters and figures for changeable letter groove boards. Sturdy cardboard compartment boxes. © 1Oct61; KK162245.

Z

ZAYRE CORP. ©
Can't find a playmate anywhere, must be back-to-school time at Zayre. Fabulous department stores. (In Life, New England ed., Aug. 18, 1961, p.11) Appl. author: Joseph M. Bernstein. © 18Aug61; KK160915.

Hi, and happy good buy. Fabulous department stores. (In Life, New England ed., Oct. 13, 1961, p.120) Appl. author: Joseph M. Bernstein. © 13Oct61; KK161897.

It's that time again. Fabulous department stores. (In Life, Nov. 17, 1961, p.R2) Appl. author: Joseph M. Bernstein. © 17Nov61; KK162702.

Measure up to summer's fun; you'll find better quality in everything for fun and sun, costs you less at Zayre fabulous department stores. (In Life, New England ed., June 16, 1961, p.R4) Appl. author: Joseph M. Bernstein. © 16Jun61; KK159855.

Winter, spring, summer, fall ... better quality costs you less, or your money back. Fabulous department stores. (In Life, Dec. 22, 1961, p.137) Appl. author: Joseph M. Bernstein. © 22Dec61; KK163503.

ZERO CORP. ©
Now, Zero automation gives you built-in push-button clean-up. Completely automatic bulk milk cooler. (In The Farm quarterly, fall 1961, p.127) Appl. author: Lloyd P. Duncan. © 25Jul61; KK160488.

ZUK, HENRY G. ©
Sarma. (In Granite City press record, May 1, 1961, p.2) © 1May61; KK159872.

RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

AMERICAN CAN CO.
Kabnet wax. © 25Jul34; Label 44515. American Can Co. (P); 9Aug61; R280173.

ANNING, GEORGE GORDON CROMWELL.
Super rust removing metal polish. © 28Dec33; Label 43874. George Gordon Cromwell Anning (P); 26Jun61; R278250.
X. L. Exclesior super reflector polish. © 30Jun33; Label 47780. George Gordon Cromwell Anning (P); 26Jun61; R278249.

BOSWORTH (HARRY J.) CO.
Plastogum. © 28May34; Label 44152. Harry J. Bosworth Co. (P); 24Jul61; R279357.

BRECHET & RICHTER CO.
Concentrated imitation fruit drink. © 29Mar34; Label 44568. Brechet & Richter Co. (P); 26Sep61; R282208.

BROWN (ROBERT) LTD.
The royal liqueur V. O. B. © 28Jul34; Label 44569. Robert Brown, Ltd. (P); 31Jul61; R279749.

BUFFALO SPRINGS DISTILLING CO., INC.
Buffalo Springs. SEE Schenley Industries, Inc.

DAIRYPAK BUTLER, INC.
Territorial design no.326. © 30Dec33; Label 49453. Dairypak Butler, Inc. (P); 17Nov61; R285451.
Territorial design no.345. © 29Mar34; Label 46879. Dairypak Butler, Inc. (P); 17Nov61; R285452.
Upright territorial design no.341. © 30Dec33; Label 46876. Dairypak Butler, Inc. (P); 17Nov61; R285453.

ENSHER, ALEXANDER & BARSOOM, INC.
E and A brand asparagus. © 1Jun34; Label 44217. Ensher, Alexander & Barsoom, Inc. (P); 3Jul61; R278904.

FREYDBERG (G., H. & E.) INC.
Mary Jane dresses. © 19Sep33; Label 42932. G., H. & E. Freydberg (P); 14Sep61; R281756.

FRUIT GROWERS CO-OPERATIVE.
Pride of Lakes. © 15Aug34; Label 44505. Fruit Growers Co-Operative (P); 5Oct61; R282669.
Sturgeon Bay brand. © 6Aug34; Label 44430. Fruit Growers Co-Operative (P); 11Sep61; R281560.

GOODMAN & SINGER SHOE CO.
The Harris shoe. © 1Oct34; Label 44869. Goodman & Singer Shoe Co. (P); 26Dec61; R287425.

GREEN GIANT CO.
Agi-Pak. © 25Sep34; Label 49591. Green Giant Co. (P); 9Oct61; R283025.
Del Maiz Niblets. © 14Feb34; Label 45364. Green Giant Co. (P); 9Oct61; R283322.
Valley Pride. © 20Aug34; Label 44555. Green Giant Co. (P); 9Oct61; R283024.

HANSEN'S (CHR.) LABORATORY, INC. SEE Junket Folks.

JUNKET FOLKS.
Junket ice cream mix. © 17Apr34; Label 44000. Chr. Hansen's Laboratory, Inc. d.b.a. The Junket Folks (P); 30Aug61; R281081.

KOSHER ZION SAUSAGE CO. OF CHICAGO.
Kosher beef baken. © 21Mar34; Label 43900. Kosher Zion Sausage Co. of Chicago (P); 13Oct61; R283317.
Kosher beef braten. © 6Sep34; Label 44734. Kosher Zion Sausage Co. of Chicago (P); 13Oct61; R283318.

KREMENTZ & CO.
Kremaloy. © 21May34; Label 44510. Krementz & Co. (P); 4Dec61; R286288.

LIPTON (THOMAS J.) INC.
Bes-Cup. Blue & dark orange. © 1Dec33; Label 44159. Thomas J. Lipton, Inc. (P); 9Nov61; R284711.
Bo-Cap. Blue & dark orange. © 1Dec33; Label 44160. Thomas J. Lipton, Inc. (P); 9Nov61; R284712.

MCCULLION, JOHN.
Penn varnish. © 26Oct33; Label 43145. John McCullion (P); 31Aug61; R281178.

MACGREGOR (SANDY) WHISKIES, LTD.
House of Lords. © 23Mar34; KK159542. Sandy MacGregor Whiskies, Ltd. (P); 6Jun61; R278257.

MARVIN (W. H.) CO.
Prepared fruit pectin. © 9Apr34; Label 45136. W. H. Marvin Co. (P); 26Oct61; R283927.

OCEANA CANNING CO.
Royal cherries. © 1Sep34; Label 44593. Oceana Canning Co. (P); 17Oct61; R283535.

PAINT-POINT PRODUCTS CO., INC.
Exterior triple coat paint. © 30Apr34; Label 44108. Paint-Point Products Co., Inc. (P); 27Nov61; R285995.

PFEIFFER BREWING CO.
Famous beer. © 30Dec33; Label 44399. Pfeiffer Brewing Co. (P); 4Dec61; R286284.
Wurzburger style beer. © 30Dec33; Label 44400. Pfeiffer Brewing Co. (P); 4Dec61; R286283.

SCHENLEY INDUSTRIES, INC.
Buffalo Springs, by Buffalo Springs Distilling Co. © 13Oct33; Label 43002. Schenley Industries, Inc. (P); 19Sep61; R281955.

SILVER SUDS CO.
Robot. © 27Sep33; Label 43597. Silver Suds Co. (P); 6Jul61; R278683.

STANDARD ROCHESTER BREWING CO., INC.
Ox Head ale. © 7Jun34; Label 44117. Standard Rochester Brewing Co., Inc. (P); 13Oct61; R283321.

THOMSON (J. G.) & CO., LTD.
Clan MacGregor fine old scotch whisky, the clan blends. © 15Sep33; Label 43247. J. G. Thomson & Co., Ltd. (P); 12Jul61; R278933.

TOCH, MILTON HERBERT.
Universal ink. © 1Sep34; Label 44888. Milton Herbert Toch (P); 1Sep61; R281184.

VULCANITE CO.
Ace brand. © 10Oct33; Label 44563. Vulcanite Co. (P); 11Sep61; R281557.

WARD BAKING CO.
Soft bun bread. © 10Nov33; Print 14506. Ward Baking Co. (P); 7Nov61; R284592.

WILSON, THOMAS A.
Mange remedy. © 14Mar34; Label 43808. Thomas A. Wilson (P); 14Jul61; R278982.

WOODBURN PHARMACY.
Peerless rheumatism remedy. © 15Sep34; Label 44606. Gerard A. Dornheggen d.b.a. Woodburn Pharmacy (P); 23Oct61; R283773.

ZEHNER PACKING CO.
Dresden ham. © 10Jul34; Label 44258. Zehner Packing Co. (P); 11Aug61; R280233.

ZINSMASTER BAKING CO.
Master bread. © 17Feb34; Label 44681. Zinsmaster Baking Co. (P); 2Nov61; R284335.

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